



News & Views

PUBLISHED BY THE BAIE D'URFE CITIZENS' ASSOCIATION

DECEMBER 1952

SIXTH YEAR
Number 62

WERE YOU ON HAND TO HEAR ABOUT the fire brigade proposals at the last meeting of the Citizens' Association? If not, it still is not too late, because the subject will come up again at the meeting next Friday, December 12.

The Town Council will not take action until it has a definite expression of opinion from the Citizens' Association; and the Association, in turn, is not in a position to express an opinion, especially in favour of the proposal, without first knowing that the idea has the approval of the majority of the people in town--and, even more important, that a fire brigade would have their support.

Financially, the proposition looks good. Savings in insurance premiums would seem to cancel out the cost of equipping and maintaining a brigade. But where is the brigade to come from? Are there 18 men of brawn and intelligence in town who are home with enough regularity that, say, 15 would be on hand any evening or night to fight a fire?

If not, should we have an all-woman fire brigade? Or what?

Questions such as these must be answered before a decision is reached on the proposals studied and presented in such careful detail by Alderman Don Menzies. Practically all of the salient points of the report were contained in the last issue of News & Views. We suggest that you read it again and come to the meeting next Friday prepared to express your opinion and vote on the subject.

TAXPAYERS WILL GET SOMETHING OF A SHOCK when they receive their school tax bills this year, as suggested elsewhere in this issue by Will Spriggs in one of his periodic reviews of school matters, but we imagine the shock will be considerably less (or at least, it should be) for parents of school children than for others.

Current school costs are running at about \$159 per year per student, of which about \$140 is for education and \$19 for school busses. We suppose the large property owners, especially those without children of school age, will take a different view of things, but there seems to be a small measure of justice in the fact that the parents of the town,

Our Next Meeting

NEXT FRIDAY, DECEMBER 12, 8:15
SUBJECT: FIRE FIGHTING, TOWN CHARTER AND
OTHER IMPORTANT BUSINESS

BAIE D'URFE CITIZENS' ASSOCIATION

OFFICERS FOR 1952

CHAIRMAN:	Al. M. Christie	Baie d'Urfe P.O.	Phone 2534
VICE CHAIRMAN:	Clary H. McGuire	Baie d'Urfe P.O.	Phone 2004
RECORDING SECRETARY:	Robt. D. Powrie	Baie d'Urfe P.O.	Phone 2682
CORRESPONDING SECRETARY:	C. Ken Millar	Baie d'Urfe P.O.	Phone 2377
TREASURER:	Wm. H. Perks	Baie d'Urfe P.O.	
MEMBERS-AT-LARGE:	Chas. W. Johnstone	Box 299, Ste. Annes	Phone 2082
	Victor Willetts	Baie d'Urfe P.O.	Phone 2523

CHAIRMEN, STANDING COMMITTEES

HOSPITALITY:	Mary Ware		Phone 2587
MEMBERSHIP:	Vic Willetts		Phone 2523
MOVIE CLUB:	Ken Tuck		Phone 2559
RECREATION:	Bill Norcott		Phone 2351
SCHOOL AFFAIRS:	E.B. (Ted) Fry		Phone 861
TOWN PLANNING	Chas. W. Johnstone		Phone 2082

NEWS & VIEWS STAFF

EDITOR:	Chester R. Ellis	Box 370, Ste. Annes	Phone 2024
BUSINESS MANAGER:	Reg. C. Vidler	Baie d'Urfe P.O.	Phone 372
CIRCULATION MANAGER:	Mary Smith	Box 296, Ste. Annes	Phone 2611

EVERY RESIDENT OF BAIE D'URFE IS SUPPOSED TO RECEIVE A COPY OF THIS PUBLICATION.

IF YOU KNOW ONE WHO IS NOT ON THE MAILING LIST, PLEASE PHONE THE EDITOR AT 2024

who have all the headaches of child raising, get a great deal of financial relief from the balance of the community. To figure out which side you are on, compare your existing school tax rate with the cost at \$159 per student in your family.

A breakdown of the estimated costs will be enclosed when the tax bills are mailed later this month, explaining how this year's \$140,000 will be spent--or, if you prefer, where the extra \$40,000 is going. In this connection, it is interesting to note that this year's school budget is just about nine times as large as the Town of Baie D'Urfe's budget of \$15,710 for the current year. School business is big business these days, and we all should take an interest accordingly.

If you wish to take a personal interest, one way is to attend the meetings of the Central School Board which are held at 9 p.m. on the fourth Thursday of each month in the High School. The meetings are public and you will be most welcome.

ROAD TAX "BREAK" FOR SUNNY ACRES RESIDENTS FOR ONE YEAR ONLY

The residents on Sunny Acres Road were agreeably surprised when they received their tax bills.

Due to careful supervision, which kept the cost of constructing the road somewhat lower than anticipated, and the rebate of interest from the purchaser of the bonds which were issued to finance the undertaking, a surplus of \$1,408.49 has accrued to the taxpayers concerned.

Credit was given for this amount on the 1952-1953 tax bills. It should be remembered, however, that 1953-1954 accounts will again approach a figure comparable to those of 1951-1952. - Fred Dorion.

FIRE-FIGHTING PROPOSALS HELD OVER FOR MORE DISCUSSION

NO CHRISTMAS PARTY FOR CHILDREN THIS YEAR

Discussion of the proposed volunteer fire department was the headline attraction at the November 14 meeting of the Citizens' Association, but as the meeting was rather poorly attended and as the subject seemed to require some more investigation, no vote was taken. It was decided to bring the matter up again at the December meeting.

In discussing the proposals the general attitude was that the scheme was highly desirable and would be worth the cost, if any, but that there is considerable doubt whether there are enough men regularly at home in the evenings to provide a dependable brigade of perhaps eighteen fire-fighters. Because of the need for training and practise it would not be practicable to have a brigade with a large number of alternates --it would have to consist of men whose jobs do not normally take them out of town.

Business of the meeting included a post mortem on the Council's decision to grant nine more permits in the Miller subdivision for plans unchanged from the previous six except in the matter of outside materials, despite the clearly expressed views of the citizens. Alderman Don Menzies stated that the Council plans to change the by-law in the hope of making it effective.

Recreation Chairman Bill Norcott outlined the progress to date in this department. At his suggestion a motion was passed to the effect that the job of putting in and taking out the dock and rafts should be handed back to the Town Council as part of its Parks & Playgrounds maintenance because of the difficulty of getting volunteer help. He reported that the number of teen-agers interested in social events is much too great for the Town Hall so there was no option but to go to Ste. Annes to hold teen-age parties.

YVES VALLEE
Specialty Shop

WOOL, LINGERIE, STOCKINGS, DRESSES

105 Ste. Anne St. Phone 701

G. D'AOUST & CIE.
Departmental Store

MENS' FURNISHINGS - SHOES - GROCERIES
HARDWARE - PIECE GOODS - MEAT

73 Ste. Anne St. Phone 333-4

FRANCOEUR FRÈRE

BUTCHER - GROCER

BEER - PORTER

CHOICE MEATS

31 Ste. Anne St. Phone 522

F. DUQUETTE

PLUMBER

HEATING

TINSMITH

98 Ste. Anne St. Phone 400

LABROSSE

Jeweller Watchmaker

REPAIRS A SPECIALITY

85 Ste. Anne St. Phone 381

RAYMOND CLEANERS

Pick up & Delivery

SIX-HOUR SERVICE

74 Ste. Anne St. Phone 457

CYPIHOT PHARMACY

PRESCRIPTION CENTER

KODAK FILM SERVICE

100 Ste. Anne Street Phone 681

TEL. 478

TEL. 478

NEW STE. ANNE'S TAXI ASS.

TAXI

STE. ANNE de BELLEVUE

JOHN W. LONG, K.C.

LAWYER

204 NOTRE DAME ST. W.

MONTREAL

PHONE

MA. 4525

Future plans for this group (the St. George's Saturday Night Club) include movies, a sleigh ride and a New Year's Eve Party. A grant of \$100 was given to the Recreation Committee.

Ted Fry advised that part of the new school should be available for occupancy at the beginning of the new year and the balance possibly in February. Clary McGuire was authorized to buy an amplifier and other P.A. equipment to the extent of about \$100. It was decided to buy six dozen cups and saucers and some plates to replace those that are chipped and broken. Ted Fry offered a hen-house as a shelter for one of the skating rinks. A letter of thanks will be sent to Mayor Jean Gelinas who has donated a duplicating machine for use by the Citizen's Association.

The executive's plans for a children's Christmas party were outlined--a winter carnival with Santa arriving by sleigh and distributing candies but no other gifts-- but after some discussion, prompted by Pat Laird, the meeting decided to do away with the Christmas Party altogether. The executive was authorized to make one or more nominations for a successor to Alderman George Buch, who has resigned. Following an executive meeting Bill Corbett was nominated and, in the absence of other nominations, was subsequently elected by acclamation.

HERE ARE SOME CHANGES FOR YOUR TOWN DIRECTORY

Thanks to various people, but notably Postmaster-General Reg. Vidler, we have some more new townsmen, and corrections of previous omissions, to add to the town directory published last August, and amended in some details in the November issue.

Add to Your Directory

<u>Name</u>	<u>Street Address</u>	<u>Postal Address</u>	<u>Phone</u>
Frank Booth	70 Oxford	S.A.B.	-
Cameron, J. A.	85 Morgan	B.D.	-
Daoust, Victor	34 Oxford	B.D.	2030
Davies, D. P.	3 Sunny Acres	B.D.	2254
Dwyer, H. E.	20154 Lakeshore	B.D.	-
Irving, W.J.	20566 Lakeshore	B.D.	2023
Minty, R.	20154 Lakeshore	B.D.	-
Pinkney, R.E.	6 Lakeview	B.D.	-
Richard, R.	20378 Lakeshore	B.D.	2413
Rider, B.	5 Morgan	B.D.	364
St. Jacques, Mrs. M.	20236 Lakeshore	B.D.	-
Walter, A. R.	17 Sunny Acres	B.D.	-
Wallace, E. E.	20180 Lakeshore	B.D.	2320
Wickson, L.	11 Sunny Acres	B.D.	-
Winters, Ewan	3 St. Andrew's	B.D.	-

Change in Your Directory

Vidler, Reg. C. Director Town Hall (from 6 Lakeview) B.D. 537

Delete from Your Directory

Chandler, R.W. 85 Morgan Moved to Valleyfield, P.Q.
 Ryan, L.E. 20154 Lakeshore
 Wilcox, A.E. 24 Sunny Acres Moved (back) to Oakville, Ont.

WOOD & COAL

PAINT & VARNISH

J. B. D'AOUST
BUILDING MATERIALS

27 Ste Anne St.

Phone 890

L. P. BRUNET

Men's Furnishings
SUITS, COATS, ALL ACCESSORIES

65 Ste Anne St.

Phone 2477

College Green

Baie d'Urfé

SMITH & SON REG'D

CUT FLOWERS
FLORAL DESIGNS
CORSAGES ETC.

Tel. Ste. Annes 432

FORD

MONARCH

COOPER'S GARAGE

STE ANNE DE BELLEVUE

Phone 2397

Tel. 772

JOS. CARDINAL

FORGERON - BLACKSMITH
Orvrage General Work
FER ORNEMENTAL - ORNAMENTAL IRON WORK

ALAN GREENFIELD

INSURANCE

Caron Point Road
Baie d'Urfé

Tel
Ste Annes 577

STE. ANNE'S ELECTRIC

R.L. SIMARD, PROP

ELECTRICAL CONTRACTOR
REPAIRS, ETC.
FREE ESTIMATES

10 Perreault Ave.

Phone 2153

ICE CREAM

SODAS

NEW STE. ANNE SWEETS

REG'D

RESTAURANT

SUNDAES

MEALS

75 Ste Anne St.

Phone 716

PHONE 2473

ED. L. BOILEAU

HOT POINT
DEALER

THE RECORD SHOPPE

27A STE. ANNE ST.

COMPLETE CHOICE OF R.C.A. VICTOR RECORDS & RADIOS

WHOOSH! GOES BATE D'URFE--SENNEVILLE SCHOOL TAX RATE

UP TO 17½ MILLS THIS YEAR, 40% OVER LAST

The bad news is out. The new tax rate has been set at 17½ mills. A jump of 40% over last year is a nasty jolt, although not altogether unexpected to most of us.

In a growing community such as ours, with no industrial tax income, the cost of education is bound to be a heavy load on individual taxpayers. Many of us may not realize that the increase in revenues from the building of new homes helps the situation very little. Almost all of our newcomers have school-age children who require more teachers, more equipment and more transportation.

The members of the Central Board have spent a great deal of time considering every angle of the problem, but basically it is simply a matter of meeting our expenses; we have to pay our way as we go.

The estimated budget for 1952-53 is \$140,000 as compared with \$100,000 last year. There are three main reasons for the rise in costs:-

Teachers' salary increases to approximately the Montreal scale;
Increase in enrollment, up 20%
Operating costs of the new school.

A summary of the financial situation will be sent out with the tax bills, which should be ready for mailing about mid-December.

The new school is now rapidly approaching completion. About one-third of it will (we hope!) be ready for use by the end of December and the remainder in February.

Mr. Harry Smythe has been appointed to the Macdonald Central School Board to fill the vacancy created by the resignation of Mr. R.F. Angus, now living in Montreal. Mr. Angus contributed a great deal of valuable work, particularly in connection with negotiations leading up to the agreement with McGill University. - Will Spriggs.

WM. C. CORBETT SWORN IN AS NEWEST TOWN ALDERMAN

COUNCIL WILL CLAMP DOWN ON BUILDING INFRACTIONS

Alderman Bill Corbett of 20735 Lakeshore, who was nominated by the Citizens' Association executive following last month's general meeting, to succeed George Buch, who resigned, was elected by acclamation and officially sworn in at the regular monthly meeting of the Town Council on December 2. He was promptly put to work, too, for an early item of business on the agenda concerned the best bid for a bond issue, and his special talents as an assistant treasurer of the Bell Telephone Company marked him as the man to secure the necessary actuarial calculations. He was also named to the Building Committee to substitute for Alderman Doug Laird, who will be in Europe for a few months early in the new year.

Business of the meeting included the decision to crack down on residents who ignore the building code, notably in matters connected with plumbing and septic tanks, which involve public health. Currently Council has open files on one east-end resident, who built a garage without a permit; another who is piping sewage into an open drain; two cases of faulty septic tanks; a College Green house with defective plumbing; and perhaps some others. In all cases Building Inspector Ware has repeatedly called attention of the malefactors to the legal requirements, and Secretary John Long has written official letters, which have been ignored. Mr. Long now will make a review of these files,

write legal letters giving the offenders a certain number of days in which to correct the defects, failing which they will be taken to court and forced to correct them as well as paying any fines or costs assessed.

Alderman Don Menzies reported that the Citizens' Association has been asked to advise Council whether (a) it wants the proposed fire prevention plan and (b) can assure the formation of an effective fire brigade. Until a reply is received, Council will shelve the subject. Several bids ranging from 92.50 to 98.02 on various terms were received for \$70,000 bonds to build roads on the Miller development. The mayor and appropriate committees were authorized to accept the best bid, when it had been determined, and let the contract to build the roads to the lowest bidder, after the bond issue is cleared. Council was advised that the Citizens' Association has a number of proposals for changes in the town charter, which will be submitted to the mayor. The familiar matter of roads through the Comber property was raised again. The owner again has refused to name a price for which he will sell the necessary land, so Council again decided it would have to expropriate.

The last of the town-owned land, except for scattered lots, was sold. It is a parcel of 28 lots comprising 216,862 square feet north of the Smith farm, which was sold for \$10,000. An offer of \$1,000 for lots 305-118 and 119 was received from Leopold Daoust, but as this would leave only a 50-foot lot, No. 117, between the property and public land, it was decided to offer instead to sell the three lots for \$1,200. Alderman Smith suggested that six lots on the east side of Cambridge, opposite an existing park site, should be added to the park and a proposed cross-road relocated so as to go around the park. This was referred to the Town Planning Committee. Roxborough Road was accepted tentatively as the name of the short street in the four-lot Oak Ridge development in the east end of town. A plan for subdivision of the balance of this property was presented and given preliminary study by Council.

Three more building permits were granted to S.D. Miller & Sons for another, larger bungalow design, to be placed among the 15 houses now building. Alderman Laird, who will be overseas for several months on business and automatically would be dropped from Council for missing three meetings, was given leave of absence "to study housing matters" in Sweden and elsewhere. He offered to resign, but it was felt in all seriousness that he might pick up some ideas, including, perhaps, some about legislation enabling municipalities to prevent the building of subdivisions of identical houses.

The general run of operations of the Town Council has not been reported in your family journal for the last couple of months because of the pressing volume of other material, so here we outline as briefly as possible the major discussions and decisions not previously itemized:

September 9 Meeting

Building Inspector "Pop" Ware reported two septic tanks which did not come up to specifications and it was decided to enforce the law fully. Another citizen was reported to be building a garage without a permit and it was decided here also to be tough. Preliminary reports were given which subsequently led to the report on fire fighting, which was reproduced at some length in News & Views for November.

Three bids were received for draining and ditching in the central area of which the lowest, \$4,057.50, by Brunet & Frere Ltd. was accepted. There was some discussion about the possibility of acquiring the Binz barns for a community centre and it was decided to get a rough estimate of the cost of winterizing and other necessary changes. Alderman Laird has been following up the tree planting proposals and suggested a small tree nursery in the lower section of Morgan Park, to which there was no objection. A letter was to be sent to Macdonald College pointing out that barbed wire, used on the newly fenced section south of the Lakeshore Road, is contrary to the town's bylaws.

The preliminary subdivision of the property known as Oak Ridge, comprising four lots only, was finally approved after still another delay arising from a question about minimum lot sizes.

September 25 Meeting

This was the disputed illegal meeting, which dealt primarily with applications on the Miller development. Among the items of business which appear to have been authorized subsequently was the naming of roads in that subdivision. Aldermen Smith and Parker were given the job and chose Somerset Road and Devon Road for the north and south arteries, Westchester, Essex, Coventry and Surrey Drives for the cross streets.

October 7 Meeting

The complete report on fire fighting proposals was presented by Alderman Menzies and after brief discussion was passed on to the Citizens' Association for a recommendation before Council takes any action. Subdivision of the north part of the Miller development was presented, and as it appeared to comply with all the bylaws and follow the town's master plan, it was approved.

This was the largely attended meeting at which Charlie Johnstone presented the petition asking the Council not to grant additional building permits to S.D. Miller & Sons for the present type of house. Most of the business of the meeting dealt with this subject and is omitted here. The upshot was that the Council decided to delay granting of the permits until it had an opportunity to secure legal advice. An offer of \$6,000 for town-owned property north of the Smith farm was received and rejected as insufficient. The question was raised whether any more town-owned land should be sold as it may be wanted for parks, but there was no decision.

Alderman Parker reported that the changes upstairs in the Town Hall would cost about \$1,500 rather than about \$800 originally estimated. The snow-plowing and sanding contract was awarded to Mr. R.L. Hammond of Beaufort at \$2,000 per year for plowing, plus pro-rata increases for any new roads, plus a variable amount for sanding, the contract to run for five years. The valuation roll was presented and showed town assessments totalling \$1,496,066, of which \$634,311 is land valuation and \$861,755 is buildings. Lots 305-120 & 121 at Cambridge Road were sold to Wm. Marshall for \$1,000.

October 17 Meeting

This was another special meeting about the Miller subdivision. The Council had secured legal advice to the effect that it could interpret the building by-laws as it thought proper without fear of having to pay damages or other legal action except possibly an attempt to have its decision reversed. Accordingly it decided not to grant the fourteen disputed permits for houses with the same plans as the six already authorized.

November 4 & 11 Meetings

November meetings of the Council took up the Miller matter where it had been dropped. Revised plans were offered which had the same interior but would use clapboard and artificial stone in various combinations on several houses. Permits were asked for nine, and finally granted. By-law 77 was authorized to build roads on the subdivision with taxes to be paid on a frontage basis. A bond has been posted to guarantee payment. The resignations of Alderman George Buch and Town Planning Consultant John Bland were accepted with regret.

A few hopeless tax accounts were written off, and it was decided that in future taxes will not be levied on provincial government property or property of the Roman Catholic cemetery. Bills for some \$4,500 for ditching in the central area, which has been completed, were paid. The amount will be capitalized, not charged to current

revenue . The auditor's report of 1951-52 expenditures and balance sheet at the end of the fiscal year were received and accepted. Alderman Don Menzies was added to the Building Committee to replace George Buch. The secretary will write to the Hydro about the various recent power failures, which could be serious in cold weather.

Three appeals against assessments were heard, of which one resulted in a reduction of \$1,990, of which \$1,600 had resulted from a clerical error. The 1952-53 tax rate was set at 12 mills.

ST. GEORGE'S SATURDAY NIGHT CLUB NOW IN FULL SWING

TO PROVIDE ACTIVITIES FOR BAIE D'URFE TEEN-AGERS

Formation of the St. George's Saturday Night Club, back in October, sprang from the feeling mentioned in previous issues of News and Views that we now have enough children in the teen-aged group to make some sort of community activity advisable, if not altogether necessary. Chairman Bill Norcott of the Citizens' Association's Recreation Committee was instrumental in polling opinion of the young folk in town, and the response, when it got rolling, was a little overwhelming.

Announcement that such a group would get under way, with a program of activities over the fall and winter season, produced a general meeting of 63 children in the 13-18 age group which the club was designed to serve. This meeting, on October 16, led to the election of Ted Yates as president, Jean Barnes as vice-president, Allan Baker, as secretary-treasurer, Gail Nagley as Publicity Chairman, John Temple as Membership Chairman and Gretchen Gilbert in charge of program and refreshments. Bill Norcott and Alison Brown are advisors, and the Rev. John Kerr of St. George's Church is Padre.

The scope of the operation was such that it was quite inconceivable that the Baie D'Urfe Town Hall could provide a meeting-place, so it was decided to use a church in St. Annes--St. George's Church. In line with this decision, it was decided at the first general meeting that there should be no residence bar on membership--and, of course, no denominational or racial bars of any kind. A membership fee of 50 cents per year was established, with added admission price for individual events of 35 cents, or 50 cents per couple. Proof of the success of the idea is the fact that over 100 attended a Sadie Hawkins party a couple of weeks ago, more than half from Baie D'Urfe.

The proposed program at this time includes a sleigh ride, amateur talent night, skating party, New Year's Eve party (will there be a sitter shortage that night!) and various dances, all to be held at St. George's Church Parish Hall.

HORTICULTURAL SOCIETY MEMBERSHIP NOW UP TO 112

SUCCESSFUL YEAR REPORTED AT ANNUAL MEETING

A successful year was reported by officers of the Horticultural Society at its annual meeting on October 24th with a membership increase of fifty during the year, and a cash balance of \$131.41, up from \$79.81 at the start.

Officers elected for the 1952-53 term were: President, D.W. MacDonald; vice-presidents, H.G. Brookhouse and Miss F. Kruse; secretary, Mrs. Nancy Dawson; treasurer, N.R. Brown; and committee members, Phil Amys, Mrs. R.H. Christian, Cecil Coulter, Ross Davidson, T. Martin, Jr., Leo St. Martin, A. Turnau and S. Persson.

The meeting was advised that a perpetual trophy, to be awarded annually, has been donated by the Quebec Federation of Horticulture. Horticultural News, the publication

of the Federation, will be mailed to members in future. Lionel Evans, reviewing the success of the annual flower and vegetable show, reported that a trophy has been purchased by the Society for annual competition and belatedly it was presented at the annual meeting to the 1952 winner, Don MacDonald.

The meeting had been postponed a week because of a special Council Meeting so the scheduled speaker was unable to be present. As an alternative programme the meeting saw some interesting coloured films about krillium, the photosynthesis of plants, and flower-growing in Holland.

AROUND OUR TOWN

Fred Ritchie of St. Andrew's has been named by the Citizens' Association executive to head up the Association's nominating committee for next year's executive. If you have suggestions to offer (including the name of a new editor) Fred's your boy.

Sympathy is extended to George Bain of St. Andrew's, whose mother died suddenly of heart trouble about two weeks ago.

John and Julie Evans of 20655 Lakeshore are planning to emigrate to New York City at the end of the year.

Michael Godwin, of the St. Andrew's Godwin clan, is currently in the Royal Vic Hospital under observation, while the medicos try to decide what to do about his virus pneumonia bug.

Dr. E.M. Laurin and family have returned to Montreal for their annual hibernation.

No less than four Lakeview families during the last three weeks have announced the arrival of a little bundle of joy to frighten their homes in the years ahead. They are:

Mr. and Mrs. Keith Comber - a daughter
Mr. and Mrs. Doug Guiton - a daughter
Mr. and Mrs. Fred Jackson - a son
Mr. and Mrs. Roger Cadieux - a son

We see that the Lakeshore News now has a neighbourhood column called "Baie D'Urfe News & Views." We strongly suspect it is written by Reg Vidler (phone 537) to whom you should give your information. What we can't figure out is how he came to think of that name for the column.

You may not know or care, but this is just about your last chance to get your advertisement into our columns during 1953. An advertising team is currently contacting Ste. Annes merchants on the subject. If your business would benefit by publicity in this thoroughly-read family journal, phone the editor. We sell space at anything from \$2.50 per year up, especially up.

The folks who are out selling advertising--and out hat is off to them--include Polly McGuire (the only woman to answer the S.O.S. for help), Alan Greenfield (a present advertiser, he is "sold" on the merits of this paper), Ken Millar, Eldred Godwin, Bill Norcott and Reg. Vidler. Their contribution to the job of selling enough space to make News & Views self-supporting (it went about \$200 in the hole last year, which had to be paid out of Association funds) should be appreciated by everyone.

Girl's skates for sale, white, size 3, used one year, phone 2452



Mr. Lionel Evans,

Baie d'Upe, P.Q.

