

## President's Report At Maritime Board Meeting

Activities carried on during the past year by the Maritime Provinces Board of Trade were briefly reviewed by President Alan Holman in his report at the Board's annual meeting here yesterday. Mr. Holman paid special tribute to the assistance and direction received from the executive secretary, Mr. Parkes, and commended his comprehensive report.



Mr. Alan Holman

During the year the members of the Executive, including the President, have had a number of meetings with Provincial Government officials and also a great deal of correspondence with others in trying to make sure that the joint efforts, agreed to by the four provincial Premiers, were really working. In one case, through the assistance of the Board, the joint activities of one department was greatly assisted and troubles which had arisen were smoothed out efficiently. I think that the Maritime Board, its directors and every member should be constantly at watch to see that the wishes of the four Premiers of the Atlantic Provinces are carried out to the greatest degree in these joint efforts and that any signs of trouble, of friction or inaction by government departments should be noted to the heads of the departments concerned or to the Premiers so that the efforts of these ventures will not be impaired.

A slight start has been made on the completion of a trade directory for products of the Atlantic Provinces. This was an activity which was discussed at the first meeting of the Executive and one which, although, we all realize is necessary, we have found a great deal of difficulty in organizing. I would recommend to the incoming executive that they study this problem during the next season and I hope that under the able direction of the incoming President, much more will be accomplished.

Mr. Holman thanked the members for their co-operation during the year, and extended his best wishes for success to the incoming President.

## Trabert Takes 'Triple-Slam'

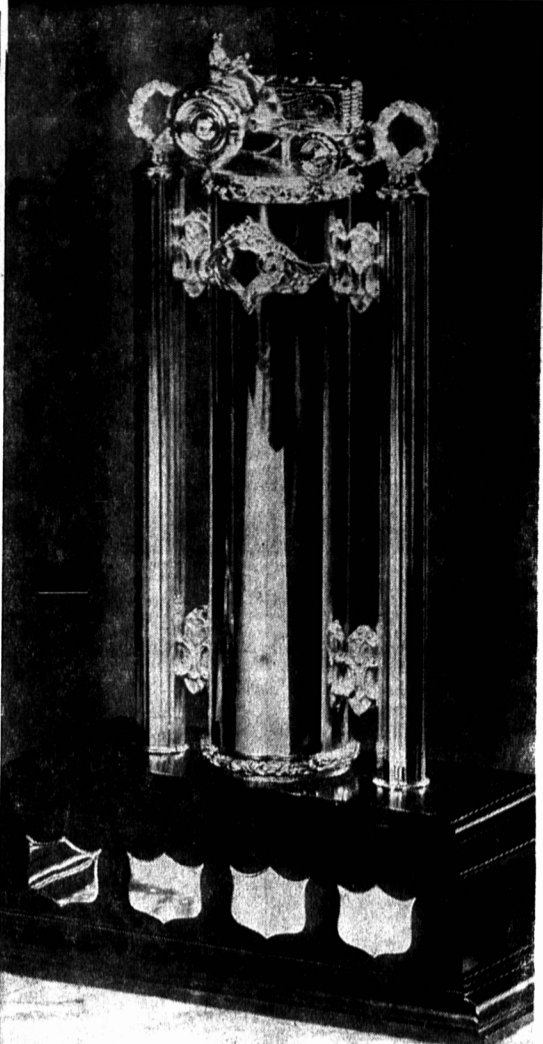
By WILL GRIMSLEY  
FOREST HILLS, N.Y. (AP)—Tony Trabert of Cincinnati completed a tennis "triple slam" with a crushing 9-7, 6-3, 6-3 victory over Australia's Ken Rosewall for the U.S. championship Sunday, then began pondering a \$75,000 offer to turn pro.

In adding the U.S. title to his Wimbledon and French crowns, the 25-year-old Davis Cupper scored a tournament sweep unparalleled by an amateur since Don Budge captured the three, plus the Australian, in 1938.

Rosewall, Trabert's almost helpless victim Sunday, is holder of the Australian championship.

## BIG SCREEN

A drive-in theatre near Pretoria, South Africa, has a screen 112 feet wide, 46 feet high.



## PLOWING TROPHY

Photographed above is the new "Imperial Esso" Trophy donated by Imperial Oil Limited to be competed for the first time this year in the Maritime Plowing Championship to be held at Dundas, September 14th and 15th.

The trophy stands 38 inches high with four golden pillars surrounding a large central golden pillar on the top of which is a golden tractor. The base is 26 inches square with the shields for winners names.

Also donated is a trophy which will remain in the permanent possession of the winner. Mr. Ernest Carver, Imperial Oil supervisor of farm sales for the Mar-

itimes stated that the new trophy will be competed for on an annual basis, the winner retaining the trophy for one year, after which he will receive the replica.

Only the 1954 winners and runners-up in New Brunswick, Nova Scotia and Prince Edward Island will be eligible to compete for this new trophy. This year the first competition will be held at Dundas, P.E.I., and next year will move to another province.

Mr. Glen Morrissey of Cherry Valley and Mr. Douglas MacDonald of Forest Hill will compete for P. E. I. this year.

## Board Presentations To Provincial Government Reviewed By Secretary

Our foremost project of the past two years—the establishment of the Atlantic Provinces Economic Council—is now a reality, Mr. A. T. Parkes, executive secretary of the Maritime Provinces Board of Trade stated in his report submitted at the Board's annual meeting here yesterday. The A.P.E.C., with offices in Moncton under Mr. Nelson Mann, executive manager, is now actively working and more would be heard of its activities at the present meeting, Mr. Parkes said. Directors of the M.P.B.T. played important roles in the formative stages of the Economic Council, and many are members of its executive.

During the year the executive Council of the Board made numerous presentations to the four Provincial Governments. These activities were listed by Mr. Parkes as follows:

(a) Arranged for joint meetings of Maritime Provincial tourist department executives to discuss a co-operative publicity campaign to promote the Maritimes as a vacationland. Co-operative ads were placed in Central Canada and U. S. dailies as a result.

(b) Recommendation to Federal Department of Trade and Industry that statistics relating to imports and exports via Canadian and U.S. ports be published in greater detail. Newest reports issued by Department now offer information in the manner suggested.

(c) Letter from M.P.B.T. President to Nova Scotia Government urging that earliest consideration be given to requests by Boards in Strait of Canso area for action toward rehabilitation of communities affected by construction of Canso Causeway. Consideration promised.

(d) Approached the four Atlantic Provincial Premiers to give serious consideration to establish-

ment of an "Institution House" or joint individual representative overseas for securing of industry for this part of Canada. Indications are that this will be a topic of discussion upon the next occasion when the four Premiers meet.

## OTHER ACTIVITIES

Reference was made by Mr. Parkes that the regional conference for Saint John River Valley Boards at Bath, N. B., jointly sponsored by the Canadian Chamber of Commerce and the M.P.B.T., at which 65 delegates representing eight Boards and Chambers were in attendance. The Canadian Chamber, Montreal and Provincial Government officials also participated in a successful conference which embraced Board and Chamber functions and matters of agricultural interest. The highlight of the past year's Canadian Chamber activities in this area was the 1954 annual meeting of the national body held in Halifax.

Mr. Parkes stated that an initial start has been made on the compilation of a Maritime Manufacturing Directory which, it is hoped, will be completed during the coming year for distribution to

## BONSHAW SCHOOL

Bonshaw School Report for August (primary):  
Grade V. 1. Paulet Buchanan; 2. Bonnie MacRae; 3. Norman MacRae.  
Grade IV. 1. Sandra MacDonald; 2. Vicki MacNevin; 3. Shirley MacNevin.  
Grade III. 1. Larry Simpson; 2. Joseph White; 3. David MacLeod.  
Grade II. 1. Dorothy White; 2. Lynn MacNevin; 3. Shirley MacLeod.  
Teacher: W.S. Cousins.

HAVE A **Player's** "MILD"

THE MILDTEST BEST-TASTING CIGARETTE

WATERPROOF, LONG-WEARING

**NEOLITE SOLES**

fewer sniffles with dry feet!

MADE ONLY BY GOODYEAR YOUR GUARANTEE

## What's news at Inco?



Fleet experience suggests that savings in battery inspection, and maintenance costs are as important as the long life, temperature and power output characteristics of this new Sintered Plate Nickel-Cadmium Battery. Because this battery does not fume it can be located inside the truck cab or in the back of the bus. Once a year water is added. Holds its charge in storage. No damage if discharged. The full story is below, and should interest every fleet operator.

## NEW BATTERY LASTS 15 YEARS! INCO NICKEL PLAYS IMPORTANT PART

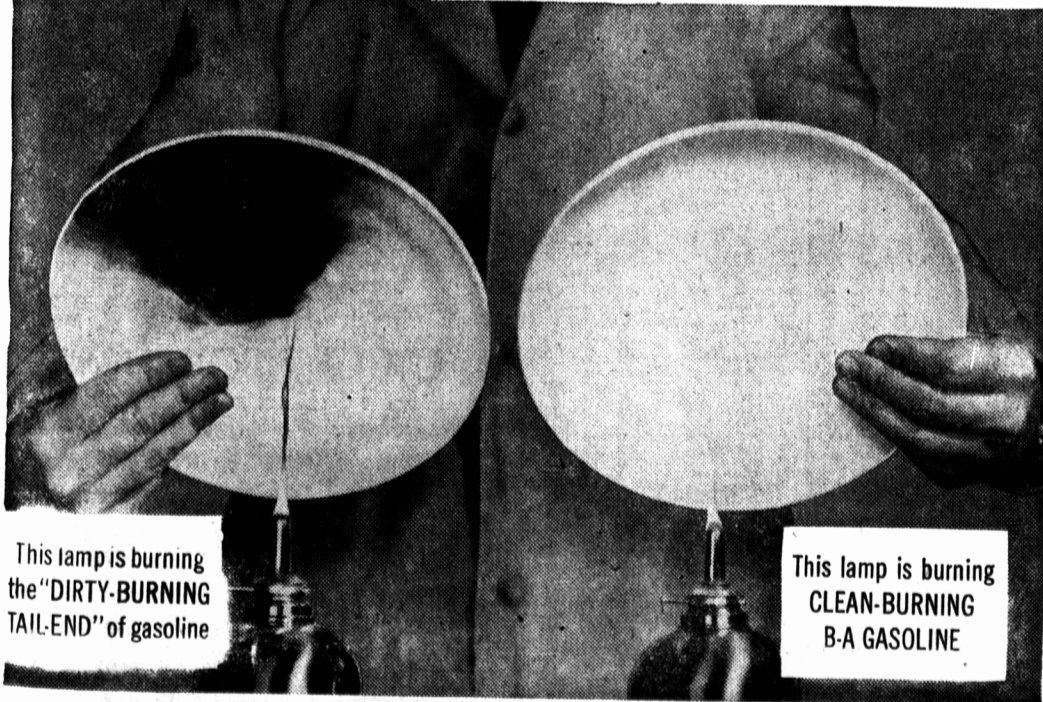
Designed for tough conditions, the new Nickel-Cadmium Battery is capable of successful service at 65° below zero and at 135° above. It has extra starting power and low maintenance costs. Inco aided in development of the special materials that made this remarkable battery possible.

### Here are Facts About the Sintered Plate Nickel-Cadmium Battery

- Ques. Will it operate in extreme cold and heat?**  
**Ans.** Types are available which will start an engine at 65° below zero F. Can be charged at 65° below zero F. These batteries will not freeze until the temperatures drop below 75° below zero F., and will not be damaged even if they are frozen. At the other extreme these batteries will operate successfully at temperatures as high as 135° F. without damage to the battery.
- Ques. What type of battery is it?**  
**Ans.** The new Nickel-Cadmium Battery is an alkaline battery, employing potassium hydroxide, rather than acid, as the electrolytic compound.
- Ques. How does it compare in size and weight with other batteries?**  
**Ans.** In a truck or bus a Nickel-Cadmium Battery half the size of a conventional battery will give twice the starting power at low temperatures and is much lighter.
- Ques. Does it give off fumes?**  
**Ans.** The Sintered Plate Nickel-Cadmium Battery does not give off noxious or corrosive fumes. It can safely be installed under the rear seat of a bus, away from the damaging effect of salt and gravel.
- Ques. Can heavy-duty types be obtained?**  
**Ans.** They are giving good service starting railway diesels and operating railway signal systems and in many tough jobs.
- Ques. Will they soon be available in Canada?**  
**Ans.** Canadian-made batteries are already available and in use in limited quantities in Canada.
- Ques. How about storage?**  
**Ans.** The Nickel-Cadmium Battery can be stored either charged or uncharged without damage. If stored charged, it will hold its charge for a very long time. At low temperatures there is practically no loss of charge. This means that the battery can be left out all winter and it will be ready for work in the spring. With this battery, fleet operators need no "battery room". Cycling of batteries in stock is eliminated.
- Ques. What is the Nickel-Cadmium Battery suitable for?**  
**Ans.** The Nickel-Cadmium Battery can be used in any type of service where the conventional type of storage battery is employed. No modification of the charging system or of the electrical system is required.
- Batteries are compact because their flexible nylon and plastic separators are used.**

"The Romance of Nickel", a 72-page book, fully illustrated, will be sent free on request. Bulk copies supplied Secondary School teachers.

## B-A refines out "Dirty-burning tail-end" of gasoline...



## ...to protect your engine

Your engine gets the full advantage of high octane power when you use clean-burning B-A 88 or 98 Gasolines. The "dirty-burning tail-end" of gasoline—the part that damages your engine—has been refined out by B-A. The result: a cleaner-burning gasoline that gives you thousands of extra miles of full engine power—with less engine wear.

Stop in at the sign of the Big B-A today! Fill up with clean-burning B-A 88 or 98 Gasolines—and feel the powerful difference.

**The B-A PLEDGE**  
WE AT B-A MAKE THIS PROMISE TO THE MOTORING PUBLIC. WE WILL NOT PERMIT A SINGLE COMPETITOR—NO, NOT A SINGLE ONE—TO OFFER GASOLINES SUPERIOR TO OUR B-A 88 AND 98.

IT IS OUR SINCERE BELIEF THAT B-A 88 AND 98 ARE THE FINEST GASOLINES IN CANADA TODAY, AND, NO MATTER WHAT OTHERS DO OR SAY WE WILL KEEP THEM THE FINEST—IN POWER, IN PERFORMANCE, IN ENGINE PROTECTION.

IT IS ALSO OUR BELIEF THAT YOU CAN'T BUY A BETTER MOTOR OIL THAN OUR OWN PEERLESS HEAVY DUTY MOTOR OIL.

THIS IS NOT A BOAST, NOT A CLAIM. IT IS A PLEDGE TO YOU, THE CANADIAN MOTORIST—A PLEDGE BACKED BY THE RESOURCES—AND THE INTEGRITY—OF THE BRITISH AMERICAN OIL COMPANY LIMITED.

**Finest Gasolines—Bar None!**

**B/A 88 98**

THE BRITISH AMERICAN OIL COMPANY LIMITED