

# Major Grocery Chains Bid For Male Dollars

TORONTO (CP)—The way to a man's wallet is through his stomach. That's the conclusion of major grocery chains, many of whom now are stepping up efforts to pry a few extra dollars out of husbands accompanying their wives on shopping trips.

"Until recently no one paid too much attention to the man's role in shopping," says one chain executive. "He'd push the cart along while his wife filled it and that was that."

"But that's pretty boring and now stores have special sections aimed at attracting his

eye. He sees something he likes and grabs it without really thinking—it makes him feel useful."

Among the sections designed to woo husbands are gourmet centres, cheese bars, special delicatessen services and garden displays.

"We like the man to come because he's inclined to go overboard," says a spokesman for Loblaw Groceries Co. Ltd. BUY UNNEEDED GOODS.

"He'll see a piece of cheese, imagine he wants it and take it home. He's probably got more cheese than he can use there already. But he's inclined to overstep it."

J. S. Feggans, vice-president of advertising and public relations for Dominion Stores Ltd. agrees a man's dollar is just as attractive to a store as his wife's is.

"About 99 per cent of all buying is discretionary," he says. "The housewife is limited, often to what she has in her purse. But if the man comes along and buys a steak—the lid's off, the ceiling's been lifted."

"The wife can justify a few more luxury purchases," Mr. Feggans says. Men influence their wife's food shopping

## The Guardian, Charlottetown, Thurs. Aug. 5, 1965, 1c

### 3 Provinces Prepare To Divide Bay

WINNIPEG (CP)—After a year of negotiations, Quebec, Ontario and Manitoba have agreed on how their borders should be arranged to include the waters of Hudson Bay and St. James Bay in their territories.

Premier Jean Lesage of Quebec announced the agreement at a press conference here following the first session of a conference of provincial premiers in the Manitoba capital.

The three provinces will submit their plan to the federal government for approval.

Mr. Lesage said the agreement was sealed at a short meeting between himself, Premier John Roberts of Ontario and Premier Duff Roblin of Manitoba.

Mr. Lesage said experts from the three provinces now will work on a definitive map, which

will be submitted to the premiers for their final approval. After this, the provinces would put it before the federal government.

The question of extending the frontiers so that the provinces can exploit the resources of the sea bed was the subject of lively debate at the federal-provincial conference in Ottawa some weeks ago.

In addition, Quebec is seeking recognition of undersea rights in the Gulf of St. Lawrence.

And Mr. Lesage said his province also will negotiate with Ottawa for territorial rights off the northern Ungava coast, under Ungava Bay and Hudson Strait.

## ON THE AIR

### THURSDAY PROGRAMS

- CFCY-TV**
- 3:00 p.m.—Musical
  - 3:30 p.m.—Moment of Truth
  - 4:00 p.m.—Vacation Time
  - 5:00 p.m.—Kings Outlaw
  - 5:30 p.m.—20-20
  - 6:00 p.m.—Tom Ewell Show
  - 6:30 p.m.—Gazette
  - 7:01 p.m.—CFCY TV News
  - 7:15 p.m.—Keyboard Melodies
  - 7:30 p.m.—My Favorite Movie
  - 8:00 p.m.—Father Knows Best
  - 8:30 p.m.—Petticoat Junction
  - 9:00 p.m.—Gomer Pyle
  - 9:30 p.m.—Portrait
  - 10:00 p.m.—Defenders
  - 11:00 p.m.—Alfred Hitchcock Hour
  - 12:00 p.m.—CBC TV News
  - 12:13 a.m.—Local Weather and Sports Scores
  - 12:14 a.m.—Sign Off
- CKCW-TV**
- 4:30 p.m.—Station Sign On
  - 4:45 p.m.—Visit to England
  - 5:15 p.m.—News, Weather & Sports
  - 5:30 p.m.—Payton Place
  - 6:00 p.m.—Gale Storm
  - 6:30 p.m.—Moment of Truth
  - 7:00 p.m.—Vacation Time
  - 7:30 p.m.—Ivanhoe
  - 8:00 p.m.—Woody Woodpecker
  - 8:30 p.m.—Jungle Jim
  - 9:00 p.m.—News, Weather & Sports
  - 9:30 p.m.—Lionel Playhouse Now and Forever
  - 10:00 p.m.—My Favorite Martian
  - 10:30 p.m.—Gomer Pyle
  - 11:00 p.m.—The Defenders
  - 11:30 p.m.—The Saint
  - 12:00 p.m.—CBC TV News
  - 12:15 a.m.—Viewpoint
  - 12:20 a.m.—Lionel Television News
  - 12:25 a.m.—Station Sign Off
- CFCY RADIO**
- THURSDAY**
- 6:00—The Morning Show, Part 1
  - 7:00—The Morning Show, Part 2
  - 8:00—CBC News and Inland Weather
  - 8:15—Maritime Sports
  - 8:22—The Morning Show, Part 2
  - 8:45—Leave It To Bennet
  - 9:00—Commentary
  - 9:11—A.M. Chronicle
  - 10:30—To Market With Music
  - 11:00—CBC News
  - 11:05—Morn. Comm. Peggy MacFarlane
  - 11:15—For Consumers
  - 11:20—Record Album
  - 11:30—The Archers
  - 11:45—Two For A Quarter
  - 12:00—Jamboree Junction
  - 12:15—Boy Meets Girl
  - 12:30—Maritime Farm 'n' Cast
  - 1:00—CBC News and Weather
  - 1:15—The Alec Read Show
  - 1:45—The Open Road Show
  - 1:59—D.O. Time Signal
  - 2:00—The Open Road Show
  - 2:45—Stories from the Common-wealth
  - 3:00—CBC News
  - 3:03—Trans-Canada Matinee
  - 4:00—CBC News
  - 4:03—Canadian Roundup
  - 4:10—Music In The Air
  - 5:00—Mar. Fish 'n' Cast
  - 5:20—Tempo—CBC Notebook
  - 6:00—CBC News
  - 6:15—On Parliament Hill
  - 6:20—Today's Editorial
  - 6:25—Inland Weather and Sports Scores
  - 6:30—Couching Diary
  - 6:35—Music In The Evening
  - 7:30—Maritime Magazine
  - 8:00—Assignment
  - 8:30—Reserved For Music
  - 9:00—Fourth Estate
  - 9:30—Winnipeg Pops Orchestra
  - 10:00—CBC National News, on Parliament Hill and Speaking Personally
  - 10:30—Couching Conference
  - 11:30—Concert Hour
  - 12:00—CBC News
  - 12:03—Sports Scores, Inland and Marine Weather
  - 12:15—Music In The Night "Best of Dixie"
  - 12:30—CBC News

## Business Briefs

TORONTO (CP)—McIntyre Porcupine Mines Ltd. had net earnings of \$3,453,306 or 14.45¢ a share in the first six months of 1965, compared with \$2,372,864 or 9.9¢ in the similar 1964 period.

The increase was mainly due to increased dividends from McIntyre's holdings in Falconbridge Mines Ltd. and to improved earnings from copper production, an interim financial statement said.

The indicated market value of McIntyre's investment portfolio at June 30 was \$68.3 million compared with \$66.5 million a year earlier.

NEW YORK (AP)—Hertz Corp., the largest car-leasing firm in North America, said here that revenues and net income for the first half of 1965 were the highest in the company's history.

Net income for the six months ended June 30 was \$4,469,933 compared with \$3,782,832 for the like period of 1964. Earnings a share were \$1.21 compared with \$1.01 for the like 1964 period. Revenues rose to \$127,880,070, from \$109,310,878 in the first half of 1964.

## RIPLEY'S BELIEVE IT OR NOT

**CAPTAIN SAMAKI SALMON**  
of the Uganda Game Department, Africa, in a period of 35 years KILLED 4,000 ELEPHANTS

**GRAND VIZIER KARA MUSTAPHA OF TURKEY HAD 3,000 WIVES**  
HE WAS STRANDED ON CHRISTMAS DAY 1683, FOR HAVING FAILED TO CAPTURE THE CITY OF VIENNA

**GOBLET PEARLS**  
AN MYSTERY FOUND OFF Thursday Island, Australia, in 1950 YIELDED 2 PEARLS ONE IN A SOCKET ATOP THE OTHER

## DAILY CROSSWORD

1. Past	2. Spheres	22. Stars
8. Diagram	3. Past	25. Man's nick-name
9. Goods	4. Fate	26. No. African country
10. Proportion	5. Claimant to a throne	27. Re-sounding
12. Churchman	6. Final	29. Major slaps
13. Chemical compound	7. Garret	30. Month
14. Family member	8. Relative	31. U.S. vice president
15. State of ancient Greece	9. Major seaport	32. Palm cock-colla
16. Indefinite article	10. Pub item	33. Toward
17. Man or fly	11. Argyle	34. Seed covering
18. 100 years' abbr.	12. Run away: colloq.	37. Labels
19. Indicates	13. Toward	39. Decorated letter
20. Explode	14. Toward	40. Grassland
21. Songs for two	15. Toward	
22. An addition	16. Toward	
23. Affected manners	17. Toward	
24. Continent's abbr.	18. Toward	
25. Public procession	19. Toward	
26. Muscular twitch	20. Toward	
27. Assign	21. Toward	
28. Bottle-shaped container	22. Toward	
29. Danger	23. Toward	
30. Shield of Zeus	24. Toward	
31. Auction	25. Toward	
32. House: Sp. DOWN	26. Toward	
33. Cupboard	27. Toward	

## DAILY CRYPTOQUOTE — Here's how to work it:

One letter simply stands for another. In this sample A is used for the three L's, X for the two O's, etc. Single letters, apostrophes, the length and formation of the words are all hints. Each day the code letters are different.

**AXYDLBAAXE**  
**LONGFELLOW**

**VXB YNEVB O YOE NA WME**  
**TNEWBH VXOV XB NA NEVBI**  
**RAVNEP, XB NAEV.—RBOWMWE**

Yesterday's Cryptoquote: LAWYERS EARN A LIVING BY THE SWEAT OF THEIR BROWBEATING.—HUNKER  
(© 1965, King Features Syndicate, Inc.)

## OUR BOARDING HOUSE MAJOR HOOPLE

HE'S HAD YEARS OF PRACTICE! HE WAS ON THE FLOOR OFF OF HIS BOW IN LIKE HIS BOW IN AT RING-DAYS SIDES HE GOT HE'D HONOR HAVE ANY BEEN MEMBER CHAMP SHIP IN THE RING UNION.

EGAD, THAT WAS A FEROCIOUS WALLOP! ONE OF YOU BOYS STEP OUTSIDE AND SEE WHAT HAPPENED TO THE WILD BEAST!

THEY'LL WAIT UNTIL MORNING.

## CONTRACT BRIDGE

By B. JAY BECKER

South dealer. Both sides vulnerable.

**NORTH**  
♠ 10 8 4  
♥ J 10 5 3  
♦ J 9 8  
♣ J 8

**WEST**  
♠ 9 7 5 3  
♥ Q 10 7 6  
♦ K 8 7 7  
♣

**EAST**  
♠ 7 6 4  
♥ A 5 4 3  
♦ 10 9 8 6 5  
♣ A K J 6 2

**SOUTH**  
♠ A K J 6 2  
♥ A K Q 9 8  
♦ K  
♣ A Q

The bidding:  
South West North East  
2 ♠ Pass 2NT Pass  
3 ♠ Pass 4 ♠ Pass  
6 ♠

Opening lead — six of diamonds.

A fine declarer does not allow a disappointing development in the play to divert him from his goal of making the contract. Good temperament, when the unexpected occurs, can be just as valuable to him as flawless technique.

Take this hand where South is declarer at six spades. North

AT LAST WRIGLEY'S SPEARMINT IS IN THE MODERN dime PACK

Get some soon!

WRIGLEY'S SPEARMINT CHEWING GUM 10¢

More to enjoy! Wrigley's Spearmint, Doublemint and Juicy Fruit Gum are now available everywhere in the Big Dime Pack.

**GRANDMA**

WHEW!

WOW! YOU'VE GOT QUITE AN ARM THERE!

YEAH! AND IF I KEEP TRAINING I MIGHT BE THE FIRST GRANDMA...

TO GET HER PICTURE ON THE COVER OF ONE OF THOSE MUSCLE MAGAZINES.

**MICKY MOUSE**

A GRAND SLAM!

LATER

WONDER WHY THEY COULDN'T FIND THE BALL!

OH-OH!

PLUTO BURIED YOUR HOME RUN!

**MUSLIN**

WANT A NICE COLD GLASS OF LEMONADE, MR. TAYLOR?

THANKS, DON'T MIND IF I DO!

GULP!

ANY MAIL?

NAW, IT DIDN'T WORK.

**SECRET AGENT X-9**

THIS CIRCUS MOVES TO TEXAS FOR OUR NEXT PERFORMANCE, MR. CORRIGAN!

I'M DOWN, KATYA—HOUSTON IS RIGHT NEAR A MISSILE BASE!

WHAT SHALL I DO?

PICK IT UP BIT BACK AND LEAVE THE CONTINUING TO US!

**ETIA KETT**

I HAVE A DATE WITH SANDY, THE BOY I MET AT THE DANCE!

NOT THE BIG HUNK OF MAN WITH ALL THE MUSCLES?

SANDY'S IDEA OF BEING THE STRONG OUTDOOR TYPE...

IS TO TAKE A GIRL TO A DRIVE-IN MOVIE?

**THE LONE RANGER**

HELLO, MR. FITZPATRICK!

SO IT'S YOURSELF, DAN! DID YOU MEET YER BROTHER?

YEAH, AND IN SOON AS I COLLECT MY SADDLEBAG, INTRE BEING UP TO THE MOUNTAINS TO FEEL.

WELL, I RECKON WE'VE FOUND THE WAY TO MAKE RABBY FITZPATRICK BRAD US TO GOLD!

**HENRY**

THE SHIRT'S POPULAR SHADE IS TAN!

SHOES

**JOE PALOOKA**

EXCUSE ME, GRANDMA ASKED ME TO GET HER COLD CREAM.

WATCH IT, GRANDPA.

THAT'S FUNNY, SHE SAID IT WAS IN THE MEDICINE CABINET. COFFEE... SORRY.

SHE MUST HAVE MEANT THE CABINET IN THE OTHER BATHROOM!

**MUGGS & SKIFFER**

WE BROUGHT THE STICK BACK, DEAR—

PRUDENCE! WHERE ARE YOU?

SHE WAS KIDNAPPED—

BY DOUGLAS BAREFANGS JUNIOR!!

I KNOW US STUDENT DOGS ARE SUPPOSED TO KEEP OUR PAWS OFF MAJOR CRIMES!!

BUT—I DON'T GIVE A DOGGONE ABOUT RULES!! SHE'S MY FIANCEE!!

**L.T. ABNER**

THEY'LL WAIT UNTIL MORNING.