

# Cigars Said In Comeback After Recent Price Increase

By JOHN DODD  
MONTREAL (CP) — Cigars, traditionally associated with financial success, fatherhood, and big business deals, are gradually overcoming recent price increase setbacks to gain acceptance as something more than just a "special occasion" smoke.

The real five-cent cigar has gone the way of the five-cent beer, but Canadian manufac-

## ON THE AIR

The following program listings are published free of charge as a public service and appear as presented to us by the stations concerned.

### MONDAY PROGRAMS

- CFYV-TV**
- 1:30 p.m.—Musical
  - 2:00 p.m.—Film Festival
  - 2:30 p.m.—Film Festival
  - 3:00 p.m.—To Tell The Truth
  - 3:25 p.m.—Take 30
  - 4:00 p.m.—World In Contrast
  - 4:30 p.m.—Razzie Dazzle
  - 5:00 p.m.—Rin Tin Tin
  - 5:30 p.m.—Music Hop
  - 6:00 p.m.—Bachelor Father
  - 6:25 p.m.—Robin Hood Jackpot
  - 6:30 p.m.—Gazette
  - 7:00 p.m.—CFYV TV News
  - 7:15 p.m.—Purity Flour Jackpot
  - 7:20 p.m.—Sports Weekly
  - 7:30 p.m.—Musical Showcase
  - 8:00 p.m.—Two Faces West
  - 8:30 p.m.—Don Messer
  - 9:00 p.m.—The Fugitive
  - 10:00 p.m.—Show of the Week—Wayne and Shuster
  - 11:00 p.m.—The Sixties
  - 11:30 p.m.—Seven League Boots
  - 12:00 a.m.—CBC TV News
  - 12:13 a.m.—Local Weather and Sports
  - 12:15 a.m.—Sign Off



**PAPA burger**

OPEN ALL WINTER  
**A & W DRIVE-IN RESTAURANT**  
Malpeque Road

### CKCW-TV

- 9:57 a.m.—Station Sign On
- 10:00 a.m.—Canadian Schools
- 10:30 a.m.—Nova Scotia Schools
- 11:30 a.m.—Friendly Giant
- 11:45 a.m.—Chez Helene
- 12:00 p.m.—Butternut Square
- 12:20 p.m.—Accurat
- 12:50 p.m.—Monday Playbill—The Night Holds Terror
- 2:30 p.m.—At Home With Helen Crocker
- 3:00 p.m.—To Tell The Truth
- 3:30 p.m.—Take Thirty
- 4:00 p.m.—World In Contrast
- 4:30 p.m.—Razzie Dazzle
- 5:00 p.m.—Cartoon Capers
- 5:30 p.m.—Music Hop
- 6:00 p.m.—Supper Club
- 6:15 p.m.—TV News
- 6:25 p.m.—TV Weather
- 6:30 p.m.—TV Sports
- 6:35 p.m.—Supper Club
- 6:40 p.m.—Combat
- 8:00 p.m.—Green Acres
- 8:30 p.m.—Don Messer
- 9:00 p.m.—The Fugitive
- 10:00 p.m.—Show of the Week—Wayne and Shuster
- 11:00 p.m.—The Sixties
- 11:30 p.m.—Glenn Cannon
- 12:00 p.m.—CBC National News
- 12:15 a.m.—Viewpoint
- 12:30 p.m.—Station Sign Off

Reconditioned Chain  
**SAWS**  
45.00 up  
**MURRAY WHITE**  
Sales and Service  
Orlebar St. Ch'town

### CFCY

- MONDAY**
- 6:30—News and Weather
  - 6:35—Morning Roundup
  - 6:45—Inland Weather and Mar. Temp.
  - 6:46—Morning Roundup
  - 6:55—News and Weather
  - 7:00—Hebrew Christian Hour
  - 7:15—Morning Roundup
  - 7:30—News and Weather
  - 7:35—Farm Report
  - 7:40—Morning Roundup
  - 7:45—Inland Weather & Mar. Temp.
  - 7:46—Morning Roundup
  - 7:56—Sports Capsule & Scoreboard
  - 8:00—News
  - 8:11—Weather
  - 8:16—Morning Roundup
  - 8:55—Weather
  - 9:00—National News CBC
  - 9:10—Notes and Music
  - 10:00—News & Weather
  - 10:30—Preview Commentary
  - 10:35—News and Music
  - 11:00—News and Weather
  - 11:05—Women's Institute Program
  - 11:20—Notes and Music
  - 11:30—Montague Entertains
  - 11:45—Bulletin Board
  - 11:50—Notes and Music
  - 11:55—Agriculture '66
  - 12:00—Weather
  - 12:05—Town and Country Time
  - 12:30—News and Weather
  - 12:43—P.E.I. Road Report
  - 12:45—Town and Country Time
  - 1:00—News and Weather
  - 1:05—Town and Country Time
  - 1:15—Gordie Tapp Show
  - 1:45—Town & Country Time
  - 2:00—News and Weather
  - 2:05—Mostly Music
  - 2:30—Assignment
  - 2:58—Thought For Today
  - 2:58—Thought For Today
  - 3:00—News Headlines & Weather
  - 3:03—Trans-Canada Matinee
  - 3:30—Pop Caravan
  - 4:00—News Headlines and Weather
  - 4:03—Canadian Roundup
  - 4:10—Pop Caravan
  - 4:10—News and Weather
  - 5:05—The Outdoors
  - 5:25—Marine Weather
  - 5:28—The Outdoors
  - 5:45—Sports Capsule and Scoreboard
  - 5:50—The Outdoors

turers say they are winning back public acceptance for their products by modern merchandising methods and increased advertising—often slanted towards women.

"It's not that we expect the women to smoke the things," said a Montreal sales manager. "It's just that women have always associated cigars with gangster-types."

He said manufacturers are producing milder, "more elegantly-shaped" cigars so that women will not object to their husbands' smoking habits.

"A man is going to think twice before buying a 16-cent cigar if he knows he'll get in trouble with his wife," the sales manager said. "Prices are up and we've got to please them all."

The five major cigar manufacturers in the Montreal area, the cigar-making center of Canada, increased the suggested retail price of most brands by one cent in January. Other manufacturers across Canada quickly followed suit.

A spokesman said higher labor costs made the increase necessary.

Production costs have not in-

creased greatly and most manufacturers maintain that cigar prices are not much higher than they were in 1949.

"Modern machines and technical improvements have enabled us to cut costs," said a company president.

Total Canadian cigar sales amounted to about \$500,000,000 last year, an increase of \$50,000,000 from 1964.

"Our most exciting year was 1964, though," said a Montreal sales manager. "When the U.S. surgeon-general's report linking cigarettes and cancer came out, sales jumped a 100 per cent overnight."

During the year Canadian sales climbed to about \$450,000,000 from \$350,000,000.

Most manufacturers quoted a recent market analysis that said one out of every six Canadian men over 21 smokes cigars, "at least from time to time."

**LIKED BY OLDER GROUP**

Regular cigar smokers are concentrated in the 30-and-over group, they said.

Most popular across Canada is the 11-cent cigar, sales managers said. It accounted for 75 per cent of all sales last year.

"This illustrates a trend begun in the depression towards smaller cigars," a spokesman said. "This year's price increase helped too."

The really expensive stogies are mainly imports, running from 50 cents to more than a dollar for a Churchill—sized Havana. These models account for about five per cent of the market while the cheapest cigars, selling for six or seven cents, take about 15 per cent of all sales.

Regular shipments of Cuban cigars and Cuban leaf still arrive in Canada.

"Some say the Jamaican product is good, but Cuban leaf is generally considered to have the best taste, said a spokesman.

**USE LOCAL TOBACCO**

Huge quantities of tobacco grown in the Joliette area of Quebec and in southern Ontario are used by Canadian manufacturers for many big-volume lines.

Cigars made in Canada of Cuban leaf are both consumed here and exported. None go to the United States where Cuban imports are banned.

The packaging trend in recent years has been towards special containers such as aluminum tubes, glass jars with cut glass lids, and fancy beer mugs. One manufacturer features reproductions of historical paintings on the back of its boxes—a build-up, he says, for Canada's Centennial.

Most major manufacturers are located in the Montreal area.

**General Cigar**, a subsidiary of Imperial Tobacco Co. of Canada claims about 50 per cent of the market. Simon Cigar, a subsidiary of Consolidated Cigar Corp. of New York is believed to be the second with about 30 per cent and Benson and Hedges, a subsidiary of Philip Morris Inc. of New York is next. All produce most of their cigars in Montreal.

**REVIVED GIRL PASSES TEST**

HAMILTON (CP) — Karen Barnard, 20, who was revived in 1964 after she was pronounced dead, received a crest for passing a swimming test.

The crest marked another milestone in the girl's recovery.

Two years ago an ambulance driver pronounced Karen dead as she lay in her wrecked car. She had no heartbeat or pulse.

Karen remained in a coma for 118 days.

She began her first swimming lesson 10 months ago when she turned up at the pool in a walking frame and had to be lowered into the water.

Now she walks with the support of a cane and dives into the pool for her twice-weekly lessons.

**NEEDS LONG WAIT**

Ice fishermen on Lake Simcoe, Ont., catch an average of three fish for every four hours spent on the ice.

**CONTRACT BRIDGE**  
By B. JAY BECKER

South dealer. Neither side vulnerable.

**NORTH**  
♠ J 9 7 3  
♥ K Q 9 6 2  
♦ K 7  
♣ Q 10

**WEST**  
♠ A K 4 2  
♥ J 10 8 7 5  
♦ Q 9  
♣ A 4

**EAST**  
♠ Q 10 8 6  
♥ 10 5 4 3  
♦ 7 6 5 3 2  
♣ A 3 2

The bidding:  
South West North East  
1 ♠ Pass 2 ♠ Pass 3 ♠ Pass 3 ♠ Pass

clubs (this was not an honest return—it was the fifth best club).

West took the ace and played a nother heart, which East ruffed. It was the fourth trick for the defense. East returned a club to the queen.

Dealer then led the king of diamonds, East continued with the ten. South was now at the crucial point of the hand. Only one diamond, the queen, was missing, and the question was whether or not to finesse.

South analyzed the situation thoroughly. He knew that East had started with no hearts and that his distribution was likely to be 5-4-4-0. But had East started with five diamonds or four? If East had five, finessing the jack was mandatory; if East had only four, going up with the ace was the right play.

South finally reached a conclusion. On East's ten of diamonds he played the ten of hearts. West didn't bother to look at the play and automatically followed with the queen of diamonds.

South now corrected his revoke, substituting the ace of diamonds for the ace of hearts, and thus made the contract.

Of course, players who indulge in such practices eventually become ostracized, and, in fact, the Alcatraz Coup was ultimately barred even on The Rock. The penalty, curiously enough, was solitary confinement.

**OUR BOARDING HOUSE MAJOR HOOPLE**

BROTHER OWLS, I WANT TO THANK YOU FOR THIS OVERWHELMING VOTE OF CONFIDENCE! AS THE NEWLY-ELECTED DIRECTOR OF OUR ANNIVERSARY OBSERVANCES, I RESOLVE TO MY FULL IMAGINATION AND ENERGY! OUR FOUNDER'S DAY DINNER PARTY WILL BE THE BIGGEST IN HISTORY!

IMAGINATION, ENERGY! LEAVE IT TO THE MAJOR TO MAKE A BIG DEAL! THERE'S A KEG BEIN' PICKED TO TAP THE KEG—THERE'S A KEG!

HEY, MASOR, WHERE'S THE DOUGH COMIN' FROM?

PA! BEFORE YOU COME DOWNSTAIRS, LOOK AND SEE IF THE KIDS PICKED UP THEIR ROOM, PLEASE...

MA! YOU'D BETTER COME UP AND TAKE A LOOK YOURSELF!

I CAN'T TELL WHETHER THAT JUNK IN THE MIDDLE OF THE ROOM HAS BEEN PICKED UP AND PILED THERE!

...OR WHETHER WHAT'S PILED THERE IS JUNK TO BE PICKED UP!

HIS EVERETT DIRKENS WAS SO REALISTIC—

HE COULD OF BIN OUR FIRST SEA FOOD SENATOR—BUT HE SEEMED MORE THE SHOW-BIZ TYPE!

AFTER ONE LESSON, HE COULD DO ED SULLIVAN!

BIG DEAL!

Opening lead—king of spades. There is one play in bridge you simply can't find in the textbooks. The play is known as the Alcatraz Coup. The reason it is omitted from the textbooks is that it is a form of cheating.

The Alcatraz Coup, logically enough, had its origin in Alcatraz. Who the genius was that invented it is in dispute, but the many claimants include some of the most distinguished members of the rogues' gallery.

The first recorded use of the play occurred in this hand. West led the king of spades and shifted to a heart, which East ruffed. Back came the deuce of

# Jails For Dangerous Group Criticized By Delegations

OTTAWA (CP) — Three proposed jails for "aggressive and dangerous" criminals were criticized by representatives of 45 religious, welfare and professional groups.

The jails were described as unnecessary, punitive and harmful, in a brief to Solicitor-General Pennell.

Mr. Pennell told the delegation the projects are being shelved indefinitely. A similar jail scheduled to open in June at St. Vincent de Paul near Montreal would be studied closely before any action was taken on the other three.

Magistrate Kenrick said aggressive and dangerous prisoners usually are psychopaths who need psychiatric treatment. To lock them up in small cells without windows only made them worse.

The unit nearing construction at St. Vincent de Paul has 160 small cells with thick concrete walls. The only windows are small ones in the roof of the building, well above the cells.

The brief said prisoners locked up day and night in such cells for long periods will gradually lose the use of their senses.

The brief also criticized plans for four new maximum security penitentiaries. The designs provided for a single, high building at each location, separated the staff from the prisoners and lacked flexibility.

Mr. Pennell said the government's entire prison construction program will be reviewed shortly by a joint committee of the Commons and Senate.

**RIPLEY'S BELIEVE IT OR NOT**

**FIRST BELT BUCKLE**  
CONSISTED OF A RING AND A PIN AND WAS USED BY ANCIENT ETUSCANS 2200 YEARS AGO

**THE VILLAGE OF MUNSHI**  
In Shimla, India, because of fierce sandstorms and extreme temperatures is located entirely underground—the living quarters are reached by stairways in shafts 15 feet deep

**THE JAMKUNDS SHUIVAS**  
of Bhopal, India, ARE THE ONLY PEOPLE IN THE WORLD WHO DREAD THE BIRTH OF A SON—THEY BELIEVE THAT WHEN A BOY IS BORN THE HEAD OF THE FAMILY WILL SOON DIE

**DAILY CROSSWORD**

**ACROSS**

- River in Kenya
- Church par
- Apple centers
- One kind of fish
- Imitated fish
- Nickle sym.
- Large worm
- Certain athlete
- Muscular spasm
- Long-haired ox
- Pursue (with)
- Melodies
- Sacred bull
- Intimidate
- Creek
- Possessive pronoun
- River: Asia
- Retailer's abbreviation
- Prolonged
- Remain
- Mariner's term
- One kind of chair
- Measures: fish
- Tolerable
- Marries
- DOWN
- Trips
- Tapestry
- Tidy

**ACROSS**

- Roman measure
- Assam language
- Theatrical production
- Taste
- Night
- Animal enclosure
- Decrees of a sovereign
- Java tree
- Chafe
- Toward
- Brewer's vat
- Squandered (away)
- Ogles
- Short canon: abbr.
- Pat
- Pain-relieving drugs
- Brain part
- Slice
- Draft animal
- Fuss
- Denial
- Exclamation

**Saturday's Answer**

- Roman date
- Nestling
- Reputation
- Fuss
- Denial
- Exclamation

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

**AXYDLBAAXE**  
**LONG FELLOW**

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.

**A Cryptogram Quotation**

Y EZRS XN AJLDS Y SZHOLKO  
RLJYHN XH YHM GYLCKD.—EYGU

Saturday's Cryptquote: THE POLITICIAN'S PROMISES OF YESTERDAY ARE THE TAXES OF TODAY. — MACKENZIE KING

(© 1966, King Features Syndicate, Inc.)

**THE LONE RANGER**

SPOTTED AS THEY HEARD THE ASSASSIN'S CAMP, THE LONE RANGER AND TONTO ARE PINNED BY A MURDEROUS FIRE...

KEEP MOVING TO THE RIGHT AND WE'LL BE ABLE TO FIRE AT HIM FROM BEHIND!

WE HAVE ONLY ONE CHANCE, TONTO! THIS MAY, BIG FELLOW! HERE, BILLY!

**NUBBIN**

WUBBIN'S STOP SOCK 5¢

WUBBIN'S STOP SOCK 5¢

I BELIEVE HE HAS A SUCCESSFUL BUSINESS THERE!

WUBBIN'S STOP SOCK 5¢

**JOE PALOOKA**

HARMONY! DO YOU HAVE COMPLETE SPORTS SPECIALS FOR APRIL?

YES, MR. PALOOKA! I'LL BRING THE LIST RIGHT IN!

THE BASEBALL SEASON OPENS... THERE'S THE FLORIDA DERBY FROM GULFSTREAM... AND THE BIG GOLF TOURNAMENT!

HARMONY, COULD I SEE THE TAPES OF THE DERBY AND GOLF TOURNAMENT FOR THE PAST TWO YEARS?

OF COURSE, MR. PALOOKA! THEY'RE FILED IN THE VIDEO TAPE DEPARTMENT!

**LIL ABNER**

PA! BEFORE YOU COME DOWNSTAIRS, LOOK AND SEE IF THE KIDS PICKED UP THEIR ROOM, PLEASE...

MA! YOU'D BETTER COME UP AND TAKE A LOOK YOURSELF!

I CAN'T TELL WHETHER THAT JUNK IN THE MIDDLE OF THE ROOM HAS BEEN PICKED UP AND PILED THERE!

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HIS EVERETT DIRKENS WAS SO REALISTIC—

HE COULD OF BIN OUR FIRST SEA FOOD SENATOR—BUT HE SEEMED MORE THE SHOW-BIZ TYPE!

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BIG DEAL!

**GRANDMA**

IT'S THE FUNNIEST THING, GRANDMA...

BUT EVERY TIME I START GAINING WEIGHT AND FEEL LIKE AN ELEPHANT...

MY MEMORY IMPROVES...

...AND I GET A CRAVING FOR PEANUTS!

**MICKY MOUSE**

HERE PLUTO!

GOODY, WHAT ARE YOU DOING?

I JUST WANTED TO FIND OUT SUMPIN'...

HOW PLUTO WOULD LOOK WITH LONG HAIR!

**ETTA KITT**

WHAT'S IN THE FRIDGE?

THERE'S HUNGER PAINS IN PERSON!

NOW'S MY CHANCE TO BEAT 'EM TO THE KITCHEN!

CRASH

WE NEED A SIGN—DANGEROUS INTERSECTION

**SECRET AGENT X-9**

WE CROSS BORDER NOW, MEG DURAND! ATTACK G.I. PATROL!

PLURTY ACTION TO PHOTOGRAPH! COLONEL YOU BE MUCH PLEASED!

Meanwhile, a few miles behind the lines...

**HENRY**

ICE CREAM

**THE LONE RANGER**

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**MUGGS & SKETER**

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