

Covers Prince Edward Island like the Dow...
Frank Walker
Editor

MEMBER OF THE ASSOCIATION OF PUBLISHERS...
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The Canadians were circumspect and close mouthed...
Hanoi liked this. It is assumed, anyway, that Ronning saw President Ho Chi Minh and other top Hanoi officials.

The Canadian fact, it is emphasized, was virtually the opposite of American and British approaches. Mr. Wilson went to Moscow with a fanfare of publicity, hoping against hope that somehow he could publicly persuade the Soviets to reconvene the 1954 Geneva conference on Viet Nam.

But the Canadians, writes Stringer, "have kept their mission under wraps. Mr. Ronning has said little to newsmen or even to American and British officials. Ottawa's theory is the less publicity the better, at this stage. The Canadians also stress that the Ronning mission is entirely their own idea, not prompted by either Washington or London."

Even so, with all this care and quietness, Ottawa has detected no improvement in Hanoi's readiness for peace talks. North Viet Nam sticks to its original peace terms, which demand the departure of American forces. But perhaps it is too soon yet to write off Canada's quiet on-the-spot soundings. They reflect a mature level of Statescraft on the part of External Affairs Minister Martin and of Mr. Pearson as well. One has the feeling that if any peace bid is to be successful, this is the way it must be pursued.

Worth Repeating
The Better Business Bureau of Metropolitan Toronto had something to say recently about advertising which is worth repeating. Some people still think that advertising adds to the cost of goods, whereas the reverse is the case. "Advertising," as the bureau spokesman said, "is the best way business has found of telling the greatest number of people about a product in the quickest possible time and at the lowest possible cost."

The bureau pointed out that every consumer or member of the public who reads a newspaper or magazine, listens to a radio or watches television benefits directly from advertising. Because of the revenue derived from advertising it is possible for publishers to sell newspapers and magazines for a fraction of what their cost would be if this revenue was not available.

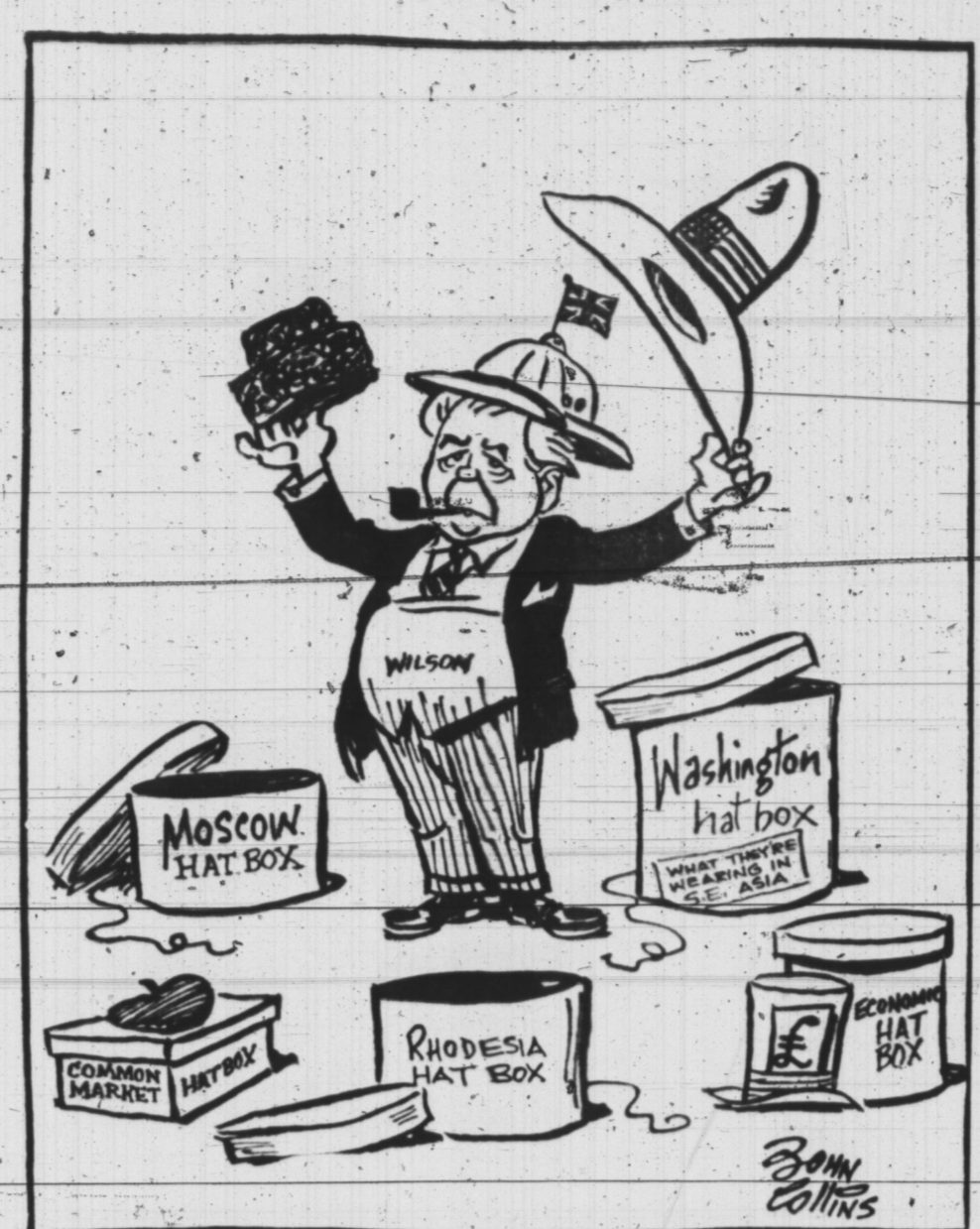
New products or improved products do not find immediate acceptance without advertising. They are of no use until consumers know of their existence. People do not go asking for and buying things they have not heard about nor do they demand things until they have been informed about them.

The bureau also notes that manufacturers are not the only ones advertising. enables to sell more of what they produce, bringing lower prices to the consumer. The transition of the orange from a present in a Christmas stocking to a staple item of food, for example, paralleled the advertising campaign of the growers. This applies to almost any other commodity on the market.

Business people are well aware of this, of course. But we like to hear them say so occasionally, and a salute to the Better Business Bureau of Toronto for having made the point so effectively.

EDITORIAL NOTES
It is said that when soap was invented, back about A.D. 500, people didn't know what to do with it. The well-to-do used it as a cosmetic, farmers to grease their carts and windmills. A lot of youngsters still have misgivings about the purpose it serves.

With a view of reminding the younger generation of the need for eternal vigilance, the Ontario Forestry Association is planning to commemorate at Matheson in the eastern section of Northern Ontario, the 50th anniversary of Canada's most tragic forest fire. It killed 23 persons. But although the death total was a record, and the loss of trees was appalling in the conflagration, it was only one of several bad outbreaks in earlier days.



MAN OF MANY HATS

OTTAWA REPORT by Patrick Nicholson

War Cemeteries Tour Could be Fruitful

The House of Commons standing committee on Veterans Affairs has returned from a reassuring and, they hope, fruitful tour of Canadian war cemeteries and memorials on European battlefields. Flying across the Atlantic each way, in 22 days the committee travelled through Paris, and London, from those centres they fanned out, covering 11,000 miles by bus, ship, rail and air. The 23 MPs who take part in the allied ceremonies near Arras and Cambrai on 30th June, marking the 50th anniversary of the opening of the Battle of the Somme. Bert Herridge, MP for Kootenay West, who was severely wounded in that battle, was presented with the Somme Commemorative Medal by the French government. This was not a personal award, but was accepted by Bert Herridge on behalf of the still living members of the 54th Kootenay Battalion. Incidentally, Bert does not know how many veterans of that bloody battle who fought with the 54th still live today. The medal is a handsome bronze medal, hanging on a blue and yellow ribbon.

CANADIAN WAR GRAVES
The committee then visited the Canadian war cemeteries near the D-Day invasion beaches, at Beny-sur-Mer and Bayeux; at Les Vertus near Dieppe; and the Vimy Memorial. It then flew to Italy to visit Cassino and the Canadian cemetery at the Moro River. Then in Holland it saw the Canadian cemeteries at Reichswald and Groesbeek. Moving on to Belgium, it visited Adegem cemetery, the Menin Gate memorial at Ypres, the Canadian memorials at St Julien, Wood, and the cemetery at Tyne Cot. Finally, in England the committee members visited Runnymede to see the memorial to the missing aviators of the Commonwealth Air Forces, an impressive memorial which overlooks the field where King John signed Magna Carta.

Many contend fingerprinting of Canadians is inevitable. It is seen as but another step along the road to regimentation paved by the many forms of identification already in fashion. Yet, however matter-of-factly we come to accept this documentation, each new form, card or file adds away a little more of our freedom as individuals. It is true that having us all fingerprinted might facilitate the work of law enforcement people. But is the purpose of society to operate for the benefit of police officers?

Our Yesterdays
(Twenty-Five Years Ago)
Prime Minister Mackenzie King announced he has given to the Japanese minister to Canada notice of termination of the Anglo-Japanese commercial treaty in respect of Canada.

TEN YEARS AGO
(July 27, 1956)
A gift of \$25,000 to the Prince Edward Island Hospital was received by Mayor J. David Stewart, general chairman of the campaign. The donor was Mr. J.W. McConnell, retired president and a director of the Montreal Star.

High Finance Lesson
London Free Press
High finance is an impenetrable mystery to most laymen, who have difficulty balancing a bankbook or filling out an income tax return. But even the dumbest among us can appreciate the sweet simplicity of the manoeuvre by which His Serene Highness Prince Rainier of Monaco outbitted Aristotle Onassis, one of the world's wealthiest tycoons.

Onassis, more than ten years ago, quietly bought up a controlling interest in Monaco's famed Casino, which is operated by a company with the capital and grandiose style of Las Vegas. The deal was made by the late Sir Robert Bannister, who took a day's leave from his

Letters By Readers

By Dr. Theodore R. Van Dellen
This New Yorker has the right idea, but he might change his mind if he spent a few weeks in my office. "Why should anyone who pays a doctor's fee have to write to a newspaper for an explanation of their diagnosis?" It seems laughable that some physicians can't give a layman's version of what ails people, and the patients write to you to find out I wouldn't take that kind of brush-off.

Many physicians do not have the time to go into details because the patient does not have the background to understand the problem. Some patients do not ask for additional information at the time but wish they had when questioned later, by friends and relatives. Every medic has had the experience of spending an additional 30 minutes explaining the diagnosis only to discover that the patient didn't understand a word they nodded and said, "O, yes" because they did not want the doctor to think they were dumb. Some physicians believe that the less the patient knows, the less worried he is about the ailment.

Some maladies could not be explained in laymen's terminology even if the doctor had the time. We receive up to 180,000 letters a year and many of our readers tell us why they want this additional information. Now and then they are curious about their neighbor's problem. A Chicagoan writes: "I fell on a spinach leaf two and a half years ago. The X-rays showed considerable damage to my back and pelvis. I've worn out four steel braces and my back still is weak. When will my spine get stronger?"

That was a nasty leaf and the second such accident to come to me in my attention this week. The back never will get strong unless specific exercises are done under the supervision of a physical therapist. In addition the general strength of all the muscles of the trunk and legs must be improved. This is a physical therapist usually starts with a little exercise and gradually increases the amount according to the capacity of the individual. A return of power in the muscles can only be accomplished by strenuous effort.

FUNGUS AND ALLERGY
G.R. writes: Is a fungus infection a type of allergy?

REPLY
No. Fungus are yeastlike organisms capable of producing inflammation much like bacteria. Ringworm infections of the toes or scalp are typical examples. Molds are capable of producing allergic manifestations and a fungal infection on the toes may lead to an eruption on the hands that is allergic in nature.

COFFEE AND ADRENALS
A.O. writes: Could you please tell me why some people get nervous when they drink coffee? I have heard that something might be wrong with their adrenal glands?

REPLY
Caffeine is a stimulant and too much leads to nervousness and insomnia. It is more likely to affect the nervous system than the adrenal glands.

NOT SERIOUS
B.F. writes: What causes burning sensations in different parts of the body from time to time?

REPLY
These are nervous reactions rather than signs of a serious disturbance.

SEVERE ANEMIA
E.B. writes: Can a plastic anemia be cured?

REPLY
Only when the cause is found and there still is time to eliminate it.

TODAY'S HEALTH HINT
The pursuit of happiness is more rewarding than the pursuit of pleasure.

(NOTE: All correspondence to Dr. Theodore R. Van Dellen, c/o Chicago Tribune, Chicago, Illinois.)

WANTS PEDDLING BANNED
TORONTO (CP) — William McGovern, president of the Ontario Association for the Deaf, says a brief has been submitted to the federal government urging that door-to-door peddling by real or pseudo-mutes be made a criminal offence.

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NOTES BY THE WAY

Some babies will sneer at women who get all excited over the new fashion paper clothing. The kids have been wearing disposable diapers for years. — Ottawa Journal.

When his uncle arrived at the house for a short visit, the nephew of five years looked him up and down. "You're not so big," he said finally. "Am I supposed to be big?" the amused uncle asked. "Well, Mummy says you're always high when you come to our place," the boy answered. — St. Thomas Times Journal.

A person who knows only three chords sounds better than a pianist being beaten with a tablespoon, but not much better. — Guelph Mercury.

The advertising man was proposing: "Remember," he said, "this is the last day of this astounding offer." — Montreal Star.

A psychologist says loneliness is an increasing problem. And everybody knows about the population explosion. Thus the world may be in danger of becoming crowded with lonely people. — Kitchener-Waterloo Record.

NATO Concept Changing

By Harold Morrison
Canadian Press Staff Writer
U.S. Defence Secretary Robert McNamara seems to show a strange degree of inflexibility in response to the latest problems of European defence.

The American minister has called for a stronger North Atlantic military alliance at a time when there is evidence that the Communist threat is receding. The shouts on the West side that the Communist wall dividing Berlin must come down are fading away; the cries that the "enslaved" Communist satellites must be freed appear out of tune with the times. There appears to be evidence that Moscow may be having almost as much trouble with some of its satellites as Washington has experienced in Paris and other places.

The United States wants to halt further erosion of the Western alliance, badly crippled by French President de Gaulle's military withdrawal.

ENVY WITHDRAWAL
The most embarrassing element of this shield against aggression is that the members themselves no longer seem to be rallying to the cause with great enthusiasm. Some look at de Gaulle's withdrawal not only with anger but with envy.

Seldom have NATO force goals been fully met and now old pledges have given way to expediency. Canada has decided to reduce its air division to six jet squadrons instead of eight lean ones, providing an overall saving of aircraft and manpower. The United States itself plans to shift some of its highly trained manpower to Viet Nam.

And now Britain wants to withdraw part or all of its army on the Rhine as an economic saving — unless West Germany or other allies help meet the army's foreign currency costs.

As McNamara makes his fresh appeal for added military strength, the NATO military alliance is shrinking. The whole question has changed from one of immediate eyeball-to-eyeball military test in the heart of Europe to one of how to grope for more effective accommodation between East and West.

In this age of nuclear stalemate, the old concept of negotiations through strength seems no longer effective.

Other elements appear to be at work: the rise of national and regional aspirations, overshadowing fear of the nuclear giants.

Perhaps at the roots of McNamara's appeal for a stronger military alliance lies the fear that European powers might make a deal in which the prime interests of Washington would be ignored.

NOTICE

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Terms cash, lunch canteen on the grounds, or have an old fashioned family picnic, acres of meadow for your use. If weather questionable, listen to CFZY radio for advice.
Sales Manager: Glen Cotton
Auctioneer: Ivan Kerry