

Cosmetics For Men Biggest Growing Line

TORONTO (CP)—Every woman who wonders what the biggest-growing cosmetics line is these days? It's everything — but everything — for men.

The cosmetics industry estimates Canadian men will have spent \$40,000,000 on toiletries by the end of this year. Comparable figures for past years are difficult to get because the men's toiletry business is just being recognized as a field of its own.

Men's and women's preparations used to be lumped together for statistical purposes, but no longer. With men's cologne sales up 36 per cent last year from 1964, and after-shave lotions selling 24 per cent better, manufacturers see big things ahead.

"We're getting into things you wouldn't have dreamed of five years ago," says C. L. Biggio of Avon of Canada.

His firm has just marketed a hand cream for men and is working on a men's skin conditioner and a moisturizer. Another company is planning to produce a complete line of men's cosmetics, including a cleansing cream.

Colognes packaged as cannon guns, boots or golf club heads are peppering the market.

Today's Canadian man has 260 brands of cologne and 166 different after-shave lotions to choose from, compared with 127 colognes and 80 lotions three years ago. He's also buying about \$27,000,000 worth of hair tints and dyes annually.

One preparation that is said to have sparked recent sales is a do-it-yourself preparation which now enables a man's hair, like a woman's, to become gradually less grey.

JUST AS VAIN

Cosmetics manufacturers say men are as afraid as women of looking old, and they're cashing in on it.

The boom has a regional pattern. Stanley Kooper of Shulton of Canada Ltd. says men's cologne sells best in Quebec.

"The French-Canadian man is more perfume-conscious than the English-speaking male," he

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CANADA
PROVINCE OF PRINCE EDWARD ISLAND
BEFORE THE PUBLIC UTILITIES COMMISSION
IN THE MATTER OF the Motor Carrier Act (P. E. I.) and/or the Motor Vehicle Transport Act (Canada)
and
IN THE MATTER OF the applications of the under-named persons for licenses to operate as intra-Provincial carriers and/or extra-Provincial carriers under the said Acts.

NOTICE OF HEARING

TAKE NOTICE THAT the Public Utilities Commission has appointed WEDNESDAY, the NINTH day of NOVEMBER, A. D. 1966 at the hour of Ten O'clock in the forenoon at the National Film Board Theatre, Dominion Building, Charlottetown, as the time and place for consideration of the applications of:

- Martin Moving & Storage Limited
Prince Albert
Saskatchewan
- Jet Moving & Storage Limited
666 Naira Avenue
Winnipeg 5, Manitoba
- T. Landry Limited
Queensdale Avenue
Blossom Park, Ontario
- King's Transfer Van Lines Inc.
287 Eleanor Street
Montreal, Quebec
- Tremblay Express Limited
Jouglere
Quebec
- A. & F. Ballargeon Express Inc.
4944 St. James Street
Montreal, Quebec
- Ray's Transport Limited
Chamcook
New Brunswick
- Ralph's Transport Limited
Hoyt
New Brunswick
- Ovilia V. Boudreau
Ohio, R. R. No. 1 Shediac
New Brunswick
- R. E. and J. E. Friars Limited
Saint John
New Brunswick
- James Murray Girvan
706 Blythwood Avenue, Riverview
Albert County, New Brunswick
- Larry Hilliard Chapple
P. O. Box 1985
Fredericton, New Brunswick
- Halifax Transfer Company Limited
1865 Granville Street
Halifax, Nova Scotia
- Laurie G. Smith
Hantsport
Nova Scotia
- Anthony George Farris
Sheet Harbor
Nova Scotia
- Huskis Mobile Moving
R. R. No. 1, Bedford
Halifax County, Nova Scotia
- James Stephen Murphy
Sturgeon
P. E. I.
- Vincent Bernard Mossey
Elmira, P. O.
P. E. I.

for licenses to operate motor vehicles as extra-Provincial undertakings and intra-Provincial operators for the carriage of goods over the several routes as set out in their several applications. And applications for extension of extra-Provincial operating rights by:

- Coastal Moving & Storage Limited
Summerside
P. E. I.
- J. Neill Clark
Summerside R. R. No. 3
P. E. I.

and an application of:

- Dateline Rentals Limited
1990 Dundas Street
London, Ontario

for approval of transfer of control of Maine Maritime Express Lines Limited, London, Ontario to McCain Food Limited of East Florenceville, New Brunswick.

Information concerning the routes applied for and particulars of service to be rendered may be had on application to the Commission. Any person having any objection to the granting of a license to any of the above-named applicants shall advise the applicant and the Commission in writing at least ten days before the date of the said hearing, stating the reasons for such objections.

DATED at Charlottetown this 18th day of OCTOBER A. D. 1966.

(MRS.) H. DORIS PURSEY
Clerk
The Public Utilities Commission

Super Problems Are Facing Reorganized Mines Dept.

OTTAWA (CP)—The department of energy, mines and resources is being reorganized into four major groups to combat future "super problems" like water pollution and export.

Energy Minister Pepin announced here.

Reorganization of the department — recently created from the former department of mines and technical surveys and the water branch of the resources department — "is not the beginning of the world," he told a press conference.

The old department accomplished a lot in the past but even more would have to be done in the future to solve the new super problems of water pollution, water export and energy policy.

The possibility of water exports to the U.S. was being raised daily and was "awfully complicated," he said.

"I don't know the answer but we'll have to find out... and we need adequate instruments to find out."

Each of the four groups will handle a specific job although there will be considerable inter-branching. The new groups are: Research, under Dr. J. M. Harrison, assistant deputy minister of research in the old department; mineral development, under Jean-Paul Drolet, assistant

says, although he adds most men are introduced to cosmetics after their wives or girl friends buy them some.

Manufacturers find college men and young eastern businessmen among the leading buyers of men's toiletries. The boom has barely caught hold in the West and the Maritimes.

"The farmer hasn't been brainwashed yet," one manufacturer comments. "And I can't imagine fishermen wearing much cologne."

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Budget Due In November

OTTAWA (CP)—The government hopes to bring down its supplementary budget in November, Prime Minister Pearson told the Commons.

He told George Hees (PC-Northumberland) that it will be impossible for Finance Minister Sharp to submit the "baby budget" this month because the Commons has not made enough progress on the government's legislative program.

MEN'S DRESS IS FORECAST

LONDON (AP) — Celebrating its 100th anniversary, the magazine Tailor and Cutter has predicted how men will dress in the next 100 years from now.

Doomed, said the magazine are vests, tailcoats, neckties, overcoats.

Hats may disappear, too, said the magazine which Savile Row generally regards as an outstanding arbiter of male fashion.

"Already the majority of people work in offices without their jackets," said the magazine, "so be prepared for an evolution in design which will develop a jacket-topcoat for outdoor wear."

For indoor wear Tailor and Cutter predicted the perfection of a combination jacket-shirt.

The magazine said centrally-heated homes, offices and public transport in Britain and throughout Europe, will kill off the vest. In the United States, where central heating is almost universal, the vest is already all but dead, it added.

TOOK FIRST GERMAN

KENTVILLE, N.S. (CP)—The West Nova Scotia Regiment was the first Canadian unit to take a German prisoner in the Second World War and has the receipt to prove it. Two sergeants captured a pilot Aug. 15, 1940, after he baled out near the training camp in England and the receipt given for him by British authorities is framed in the officers' mess at headquarters.

DO FALSE TEETH

Rock, Slide or Slip?
FASTERITE, an improved powder to be sprinkled on upper or lower plates, holds false teeth more firmly in place. Do not slide, slip or rock. No crummy, soapy, pasty taste or feeling. FASTERITE is available in most drug stores. Get FASTERITE at drug counters everywhere.

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If you've attended any of the three major fashion shows in Charlottetown this year, you may have already seen some of our newest fall styles... this season we are displaying the most exciting and varied styles ever... shoes for casual wear, smart pumps to wear with suits, shoes for the working girl, dress shoes, evening slippers and snow boots galore! Why not call in to LePage's today and choose your fall and winter footwear now.



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Charlottetown, Fri., Oct. 28, 1966.

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Drug Maker Complains Of Witch Hunt

By KEN KELLY

OTTAWA (CP) — A Canadian drug manufacturer complained Tuesday to the Commons drug prices inquiry that "quite a witch hunt" is going on about the company's production of one drug from the urine of pregnant mares.

John A. Walker, executive vice-president of Ayerst, McKenna and Harrison Ltd., of Montreal, said "a lot of fallout" has hit the company from "popular press" reports of cruelty to some of the 30,000 pregnant mares in Canada which supply the basic materials for premarin.

The drug is used to treat certain chemical deficiencies in women at menopause, to control bleeding and is under investigation for use in blockages of the circulatory system.

Mr. Walker said the company's contracts with Canadian farmers for the urine contains a clause permitting the company to cancel the deal if it feels the mares are being ill treated.

It kept men in the field, at an annual cost of \$100,000, who tried to ensure good treatment of the horses among other things. Furthermore, humane societies were keeping close watch on the conditions under which the mares were raised and their foals were sold.

"NOTHING INHUMAN"
"Believe me there is nothing inherently inhumane in this operation. If there was we would have nothing to do with it."

He said there are bound to be some who will ill treat animals among any large-scale operations. But not one farmer under contract to Ayerst "had the case against him stick" and only a few had been taken to court.

Dr. Lewis Brand (PC-Saskatoon) raised the question of treatment of the horses, but the committee was never given information on the source of reports of maltreatment.

MINI-TRAFFIC JAM

Swivel-headed male motorists suddenly forgot to move when the traffic light changed at Avenue Road and Bloor

Street in Toronto. The reason: leggy Kathy Sawyer, 19, lost an earring in crossing the street and gamely went back

to pick it up, bending carefully as miniskirted lassies must these days. (CP Wirephoto)

Chase Of Flying Saucer Proved Shattering Event

By JOHN DE GROTT

Beacon Journal Staff Writer AKRON, Ohio (AP) — In his ruined world of "beastliness and twisted nightmares," Dale Spaur wonders whether the chase will ever end.

It began six months ago with seven steps to hell and a flying saucer.

In the pre-dawn hours of a gentle April 17 morning, Sheriff's Deputy Spaur of Portage County chased a flying saucer 86 miles.

Now the strange craft is chasing him.

And he is hiding from it — a bearded stranger peering past the limp curtains of a tiny motel room in Solon, Ohio.

MARRIAGE ENDED
No longer is a deputy sheriff. His marriage is shattered. He has lost 40 pounds. He lives on one bowl of cereal and a sandwich each day.

He walks three miles to an \$80-a-week painter's job. His motel room costs \$80 a week. The court has ordered him to pay his wife \$30 a week for the support of his two children.

That leaves Dale Spaur exactly nothing.

The flying saucer did it. "If I could change all that I have done in my life," he said, "I would change just one thing. And that would be the night we chased that damn thing. That saucer."

He spit the word out. Saucer. Others might understand. Four other officers took part in the April drama:

FUZZY PICTURE
Police Chief Gerald Buchert of Mantua, Ohio, saw the craft and photographed it. The pictures turned out badly, an odd, filmy, white thing suspended in blackness. Today, Chief Buchert laughs nervously when he speaks of that night.

"I'd rather not talk about it," he says. "It's something that I should be forgotten... left alone. I saw something, but I don't know what it was."

Special Deputy W.L. Neff rode with Spaur during the chase. He won't talk about it.

His wife Jackelyne explains: "I hope I never see him like he was after the chase. He was real white, almost in a state of shock. It was awful."

PHONE REMOVED
Patrolman Frank Panzarella saw the chase end in Conway, Pa., where he works. He saw the saucer. Friends say he had his telephone removed because of calls about that April morning.

H. Wayne Huston was a police officer in East Palestine, Ohio. Several months after the saucer passed above him in the night, he resigned, going to Seattle, Wash., to drive a bus.

Huston now goes by Harold W. Huston. He tells you: "Sure I quit because of that thing. People laughed at me. And there was pressure... you couldn't put your finger on it, but the pressure was there. The city officials didn't like police officers chasing flying saucers."

Spaur, driving Car 13 with Barney Neff in beside him, spotted a red-and-white car alongside the road. It is filled with walkie-talkies and other radios. A strange emblem is painted on the side — a triangle with a bolt of lightning inside it. Above the emblem is written "seven steps to hell."

Suddenly Spaur hears a humming sound behind him. He turns and sees a huge, saucer-shaped craft rising out of the woods. The entire underside of the craft gleams with an intense, purplish-white light. It rises to about 150 feet and moves directly over the patrol car. Both immobile men feel warm, pleasing heat from the light

blazing from the bottom of the craft. But the light is so intense that tears stream from their eyes.

Then the saucer moves away from the car and stops. As though on command, both men race to the cruiser. Later, Spaur thinks that is strange... that both would move at exactly the same instant.

Spaur radios in, telling the deskman what he has seen. Other reports have already flared over the radio.

"Shoot it," the radio man tells Spaur.

Some strange feeling tells Spaur not to get out of the cruiser and shoot at the craft.

It is about 30 feet across and maybe 15 to 20 feet high. On top of it is a large dome. An antenna juts out from the rear part of the dome.

Spaur's wife Daniele now is alone with their two children. She has fled for divorce and is working as a waitress in a bar at Ravenna.

ORDERED TO CHASE
The night sergeant comes on the radio and tells Spaur to chase it. The craft moves away and Spaur follows; slowly at first.

Later, he hits speeds of more than 100 miles an hour, racing eastward through Ohio and into Pennsylvania.

The craft seems to be letting Spaur follow it. Finally, after the sun has risen, the chase ends near Pittsburgh when Spaur runs out of gas. This is what happened, according to Spaur and Neff.

Now Spaur relives the chase each night in a nightmare: Car 13 vanishes when he touches it; then he stands alone beneath the huge ship.

AWAKENS WET, SHIVERING
At this moment, he awakens... shivering and wet. Alone in his motel room.

After the chase, his daily routine was washed away in a

hand of bargaining power in the hands of primary producers, especially those whose product is perishable, is a general one.

He said his party will wait with interest to see whether the report leads to changes in government policy.

Later, during the question period, Mr. Winters told H. A. Olson (SC-Medicine Hat) that the government is not making any recommendations on the report's proposals at this stage. Copies were being sent first to the provinces for study.

Mr. Olson had asked whether the fishermen involved would be given an opportunity to vote on the proposal before a marketing board is introduced.

MATIN TO HAVE BOXES
TORONTO (CP) — The city public works committee has agreed to allow the tabloid daily newspaper Montreal-Matin to establish 12 street-corner sales boxes near Toronto subway stations. The committee agreed that the availability of the Montreal French-language newspaper could promote good relations between Quebec and Ontario.

CRASH WITHOUT TAKEOFF
SINGAPORE (Reuters)—The Seventh-Day Adventist Far East Mission's only aircraft has crashed from a height of 400 feet — without even taking off, the church announced Wednesday. The single-seater Comma, was being serviced by an RAF helicopter to Kuching, Sarawak, for repairs when the specialist made along holding it gave way.