



ALBERTON BANTAMS

For the first time in the history of bantam football, a team of bantams was entered in organized playoffs under the capable coaching of Lloyd Gaudet and Perley Hardy. The Alberton bantams put up a fine showing by defeating Summerside 4-3 in the opening game at Alberton but lost in Sum-

SPORTS TRAIL

Weill's New Fighter Has A Good Right But Lost

By WHITNEY MARTIN NEW YORK (AP)—Al Weill was elated, an unusual circumstance considering that his fighter who he sees as a future heavyweight champion, lost in his recent professional debut in Toronto. "It was his first pro fight," he enthused, "and he never had gone more than three rounds before. He went the full eight rounds and lost by a split decision. One of the judges voted for him 37 to 36 points." "Well, who sewed up the title for Rocky Marciano without dropping a stitch, was speaking of his new prospect, a 20-year-old Englishman named Dave Rent. Rent was matched against topographical error named Emil Brtko for his debut, and Weill admits that wasn't the only error. "I underestimated this Brtko," Al admits. "I seen him fight in Pittsburgh and I didn't know he was not in shape. He's got a lot of experience. He knew too much in the clinches, which Rent will pick up like wildfire." Weill plans to bring his man along slowly in Canada before letting him fight in the U.S. He says Montreal, Quebec, Halifax and Toronto all want to see him, and

ANCIENT LAND

Tools estimated to be 100,000 years old have been found in the wilderness of Egypt's Sinai Peninsula.

Orval Tessier Paces Q. H. L. Scoring Race

MONTREAL (CP)—Orval Tessier of Quebec Aces stayed two points ahead of linemate Marcel Bonin in the Quebec Hockey League's individual scoring competition, as both picked up three points in last week's play. In Quebec's final drive to the league championship, Tessier scored three goals, bringing his total to 69 points—37 goals and 32 assists. Bonin assisted three times for 16 goals, 51 assists and 67 points. Dick Wray of cellar-dwelling Shawinigan, still in third, poured in four goals and assisted on another running his total to 62. He is eight points ahead of his nearest competitor with seven games still to be played. The leaders, with goals, assists and total points: Tessier, Quebec, 37-32-69; Bonin, Quebec, 16-51-67; Wray, Shawinigan, 32-30-62; Hicks, Chicoutimi, 22-32-54; Teal, Quebec, 19-32-54; Perreault, Chicoutimi, 20-33-53; Cogiveau, Montreal, 20-33-53; Burnett, Montreal, 22-30-52; Achymichuk, Quebec, 37-51-88; L. Smrke, Chicoutimi, 19-30-49.

Stanley Out For Rest Of Season

BOSTON (AP)—Defenceman Allan Stanley is lost to Boston Bruins for the rest of the season and the Stanley Cup playoffs, the National Hockey League club announced Monday. Stanley suffered torn ligaments in his left knee and will be in a cast for three to four weeks as the result of action in Sunday night's 3-3 tie with Toronto Maple Leafs. General manager Lynn Patrick announced that two farm team players have been called up in the emergency. One is 23-year-old Floyd Hillman from Quebec Aces of the Quebec League. The other is Dick Cherry, a junior Barrie (Ont.) Flyer.

Perez To Defend Flyweight Title

BUENOS AIRES (AP)—Pasqual Perez of Argentina will defend his world flyweight boxing title against British Empire champion Dai Dower of Wales in Buenos Aires March 30, his manager, Lazaro Koci, said Saturday. It will be Perez's fourth defence of the championship he won from Japan's Yoshio Shirai in 1954.

Prizewinning "La Tour Eiffel" Proves A Delightful Force

By JANE BECKER Canadian Press Staff Writer MONTREAL (CP)—A hard-pressed young troupe, which operates with little cash but lots of imagination, carried off the top honors at the Western Quebec Regional Drama Festival. Le Theatre de Quatre, which closed the Festival Saturday night with its presentation of a bizarre Parisian farce, La Tour Eiffel Que Tue, won the trophy plus a \$100 cash prize for the best production and also the prize for the best visual production. The comedy is a take-off on the internationally known Polytechnical School of Paris. In the play, the school predicts the Eiffel tower will not remain standing. Adjudicator Cecil Bellamy of Britain called the presentation "real theatre—a production the audience should be grateful to have seen." He thought the costumes, mainly piecemeal suggestions of the apparel of Paris street characters, "delicious" and the decor, where sumptuous interiors were represented by painted sheets slung across the stage on wires, "admirable." AUTHOR GETS TROPHY The presentation and prize-giving wound up a week of plays by Montreal groups at the Gesu Theatre. Three of the five were by Canadian writers; four were in French. The most honored play was a dramatic comedy about life on a Saskatchewan farm, Quand la Molsson Sera Courbee. Its author, Roger Sinclair, 27, of Montreal, carried off the trophy for writing the best Canadian play. Stage manager Laurent Larouche won the backstage efficiency prize, and all the festival's top actresses were drawn from the six-member cast. Mariette Duval, whose portrayal of Antoinette was her first major Montreal stage role, was judged best actress of the festival. Mr. Bellamy cited as "particularly good" her depiction of "growing up" in the course of the play. Colette Courtois and Nathalie Naubert, also members of L'Atelier, the group presenting Mr. Sinclair's play, won awards as best supporting actress and most promising young actress, respectively. The adjudicator gave honorable mention to the work of Michele Rossignol in the same production. The week's best actor was Edgar Fruiter, lauded for his interpretation of a stuffy businessman on an unplanned voyage to the unknown in Au Grand Large, presented early in the week. The adjudicator called Jacques Zouvi a "true comedian," and named him best supporting actor as a spirited mathematician in the surrealist dialogue, Ankrania. SINCLAIR GETS AWARD The lone English-language play, Lister Sinclair's The Blood is Strong, a story of life in early Cape Breton, won a trophy as the

Trading Stamps, Worth Fifth Of A Cent, Cause Controversy

By THE CANADIAN PRESS Trading stamps, smaller than the postage variety and usually worth no more than a fifth of a cent, have set off a king-sized controversy in many parts of Canada. They have figured in a court case in Winnipeg, been discussed in a public forum in Ottawa and attacked by spokesmen for labor, agriculture and consumer groups and the Retail Merchants Association of Canada. Latest gimmick in retail merchandising, the stamps circulate this way: Produced by premium companies, they are sold to stores who give them to customers based on the amount of their purchases. The customer pastes the stamps in small booklets and, if he fills the required number of booklets, returns them to the store of a selected premium. The store advises the premium company and the cycle is complete. SAYS MANY UNREDEEMED Arnold Rands, general manager of the Retail Merchants Association, estimates that at least 40 per cent of the stamps are never redeemed, and the trading stamp companies get all the profit of unredeemed stamps. Speaking to a group of merchants at Chatham, Ont., recently, Mr. Rands said the stamps are illegal under the Criminal Code. His organization has been fighting against them. "The trading stamp scheme is an insidious device and they (the stamp companies) have always been economic parasites. You get nothing free in this world." The Criminal Code says bonus or trading stamps to be legal must show their value and the

Sees Housing Outlook Good

OTTAWA (CP)—C. R. Whitney of Kitchener, Ont., president of the Ontario Association of Real Estate Boards, said Monday it is incorrect to assume that the bottom has fallen out of the housing market. He told the association's 35th annual conference here that "it is a reasonable assumption that the number of new houses to be built in 1957 will be in line with the general growth of the country and that the cutback will not be more than 18 per cent." Mr. Whitney said other divisions of building will take up the slack. The over-all picture indicates the current economic upswing shows no sign of general vulnerability and an increase in capital outlay may be anticipated in all major sections of real estate except housing.

Owns Big Share Of American Motors

DETROIT (AP)—George Romney, president of American Motors Corporation said Monday his wife and his wife have become probably the largest two stockholders in the company. The Wolfsons are reported to own 240,000 shares of American Motors, which has 48,000 stockholders and 5,670,430 shares outstanding. Wolfson, 45, is a veteran of some of the roughest stockholder-management battles in recent years. His endeavor to take over Montgomery Ward and Co. was unsuccessful, but brought about a reorganization and the retirement of Sewell Avery as chairman. American Motors makes Nash and Hudson Cars.

Happy Day May Quit Maple Leafs

TORONTO (CP)—Milt Dunnell, sports editor of the Toronto Star, in his column that Clarence (Happy) Day, general manager of Toronto Maple Leafs of the National Hockey League, may sever his connection with the team at the end of this season. Dunnell said Day himself "confesses to nothing which might confirm that expectation. He isn't thinking of resigning, any more seriously than he has done many times over the years, he claims." Conn Smythe, president of the Maple Leafs, has called a press conference in New York for next Sunday. Dunnell says: "That might indicate Smythe has important news. Or it could mean merely he has assembled facts and figures to refute some of the unflattering things which have been said and written about his club in recent weeks." The Leafs now are in fifth place in the NHL with virtually no chance of moving up to fourth place, the final playoff spot, before the regular season ends. As for finding a replacement for Day, Dunnell says: "Certainly Smythe hasn't had such a headache since Joe Primeau tried to quit as coach," and Smythe wouldn't let him.

Durelle, Defendis Sign For York

NEW YORK (CP)—Matchmaker Ted Brenner said Monday he has signed Yvon Durelle of Baie Ste. Anne, N.B., for a 10-round bout March 25 with Angelo Defendis of New York at St. Nicholas Arena.

Remember When

Jack McAvoy, British challenger for the world's light-heavyweight title, was outpointed by champion John Henry Lewis in a 15-round bout at New York 21 years ago tonight. McAvoy, boosted as one of Britain's best ring products in years, won only three rounds.

Campaigned For Carnegie Grant

STRATFORD, Ont. (CP)—R. Thomas Orr, who campaigned to get the first Carnegie grant for a Canadian library, died at his home Monday. He was 86. Secretary of the first library board here, formed before 1900, Mr. Orr wrote for and obtained a loan from the late Andrew Carnegie to build the Stratford library. Mr. Orr operated his own insurance office and also was in partnership in an architectural firm.

L. A. To Build "Super" Stadium

LOS ANGELES (AP)—City and county officials, swinging into high gear in their drive to bring the Brooklyn Dodgers to Los Angeles, have decided on a site for a "super stadium" seating 85,000, it was announced Monday. Supervisor Kenneth Hahn said the park is all set for Chavez Ravine, an undeveloped section about a mile from city hall where the city owns 200 acres. "Of course, the final decision will be up to O'Malley, who will be out here this spring," Hahn said. Hahn said the park would cost about \$9,000,000.

Major Coulter New President

OTTAWA (CP)—Maj. A. B. Coulter, OBE, of Ottawa Monday succeeded Maj.-Gen. H. F. G. Leiton of Ottawa as president of the Dominion of Canada Rifle Association. New officers were named at an annual meeting here attended by more than 50 delegates. Maj. K. R. MacGregor of Ottawa was named commandant of the 1957 Bisley team with Lt. R. J.P. Venham of Halifax as adjutant.

New Way's MARCH ON VALUES!

NEW 1957 SIMPLICITY WASHER. All Deluxe Features: 11 lb. Tub, Automatic Pump and Timer, 2-Year Replacement Guarantee, 12-Year Rebuilding Warranty. 229.95. Trade-in Allowance \$60. 95¢ weekly.

Nationally Famous "TRYSSON" KITCHEN SUITES. From \$79.95 to \$149.95 or 50¢ weekly. NO DOWN PAYMENT!

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New Spring Shipment of Deluxe Refrigerators (8 to 12 Cubic Ft.). Features: Full-width Freezer, Push-button Defrosting, Full-width Crisper, Capacity Door Shelves. STAR NAMES: ADMIRAL, WESTINGHOUSE, CROSLY, SHELVDOR, NORGE, PHILCO, WINDSOR. NO DOWN PAYMENT. From 229.95 or 1.40 Weekly.

NEW 1957 SHIPMENT TV SETS 17 and 21 INCH. The very latest achievements in style and performance by Admiral, Westinghouse, Emerson, TV Models and Radio-Phono Combinations beautifully fashioned in Walnut, Mahogany and Lined Oak. FEATURES: Large Picture Area, Power Packed Chassis, Front Tuning, Automatic Picture Focus, Fingertip Controls, Low and High Frequency Speakers, Aluminized Tube, Tinted Optic Filter Glass. NO DOWN PAYMENT. From \$159.95 or \$1.45 weekly.

SIMMONS "Queen Anne" SPRING FILLED MATTRESS. with 2 FREE full size sheets, 2 FREE full size pillow cases, 1 FREE Esmond nylon and wool satin-bound blanket. Making this a truly outstanding value. Regular \$79.95. NOW... ALL FOR \$69.95 or \$1.00 weekly. NO DOWN PAYMENT.

place where they are put in circulation. They must be redeemable on demand at any time. Four persons—two grocers and two stamp company officials—were fined a total of \$150 in Winnipeg early this month after pleading guilty to illegally selling and disposing of the stamps. D. A. Gilbert, general manager of the Manitoba section of the Retail Merchants Association, said in an interview that the companies plan to superimpose the words "Greener Winnipeg" on the stamps to comply with the law. A court case might determine whether that is legal, he added. ATTACKED AT FORUMS Spokesmen for consumer and labor groups attacked the stamp plan during a public forum at Ottawa Feb. 7 and said the practice should be stopped. Isabel Atkinson, president of the 15,000-member Canadian Association of Consumers, said the use of such stamps is "like imposing a sales tax... to provide dividends for trading stamps promoters." C. Gordon Cushing, executive vice-president of the Canadian Labor Congress, pointed out the scheme tends to increase the price of foodstuffs by two and three per cent. He suggested the law regulating such stamps be strengthened. The practice was defended by Bertram Loeb, president of the Gold Bond Stamp Co. Ltd., which supplies trading stamps to 95 stores of the Independent Grocers' Alliance in the Ottawa district. He said the stamps are a merchandising technique which helps independent grocers meet the competition of large chain stores and receive a bonus for customers. Mr. Loeb said the cost of the stamps is absorbed by the retailers, who have a larger sales volume and thus can buy more cheaply from wholesalers. Miss Atkinson, who termed the plan "non-productive... economically unsound and illegal to boot," said she believed the cost is borne by price markups. UP TO PROVINCES Justice Minister Garson who also took part in the forum, said provincial authorities are responsible for enforcing provisions of the Criminal Code dealing with the stamps. Convictions were obtained in the few instances the law was invoked. The stamp scheme is in widest use in Ontario, a Canadian Press survey shows. It is practically non-existent in British Columbia, Alberta, Saskatchewan, Nova Scotia and Prince Edward Island. Before the recent court case it was confined to Winnipeg and neighboring St. Boniface in Manitoba. A few small grocers and gasoline stations handle the stamps in New Brunswick where Mrs. V. E. Falkjar, president of the provincial branch of the consumers association, described them as a "racket." A small number of stores in St. John's Nfld., had them out. The Quebec City Chamber of Commerce reports some grocery and hardware stores are taking part in the scheme but the practice does not appear to be spreading. The situation is similar in Montreal but the retail merchants group there estimates 75 per cent of the city's food stores have some type of coupon plan to promote sales. The most common type of sales promotion there involves cash-register slips. The buyer saves them until his purchases total certain amounts, making him eligible for free premiums. That practice also is prevalent in Toronto, as well as the bonus stamp plan. SAVING PROPOSITION In addition, an Eastern Canada grocery chain has a premium coupon scheme where a customer is entitled to buy a five-cent coupon with every 25-cent purchase. The "saving proposition" by the company, the coupons may be exchanged for premiums—usually household goods—when they total certain amounts. Various types of stores are included in the bonus stamp schemes—dry cleaners, grocery stores, service stations, butcher shops and variety shops. Under one plan, customers are given a stamp valued at a fifth of a cent with each 35-cent purchase. That works out to a bonus of about one-half of one per cent. One of the premiums listed in the catalogue is an electric kettle, which sells for about \$9.50 in retail stores. A customer receives the kettle for 2160 stamps—representing purchases of \$756. There is no apparent factor that determines which stores handle trading stamps and which do not though the fact one merchant in a neighborhood has them sometimes induces another to follow suit. It varies from region to region. While 95 Ottawa district stores affiliated with the IGA handle the stamps, the 135 Toronto-area IGA stores and the 70-odd in London do not take part in the scheme. NOT SPREADING Some Ontario cities—Sudbury, Sault Ste. Marie, Stratford and Orillia, for example—report no merchants using the gimmick. It has gained a foothold in most other cities but does not seem to be spreading. One grocery store owner in Chatham, Ont., said he had used the stamps briefly, then stopped when his customers showed little interest in them. However, Mrs. Louise Webb of Niagara Falls wrote this to a Toronto newspaper columnist: "In regard to your article on trading stamps, I am a housewife with a large family and I am all for them. As you say, maybe we do pay for our stamps out... I do not see any more harm in stamps than sending in box tops. "I feel it's up to the individual. If they want to collect the stamps it is their business. You do not have to take them unless you want to."