

## Quebec Premier Sees Threat In Some Advertising Phases

MONTREAL (CP)—Premier Lesage said that advertising creates needs and excites appetites which not all citizens can satisfy.

"The people are then tempted to call upon the state and the community to provide the goods that advertising offers them and which they cannot obtain immediately by themselves," he told the Newspaper Advertising Managers' Association of Eastern Canada.

"This is a very real danger; a very real danger that the future of advertising represents," the premier said, "not only in our Western society which is abundantly provided for, but in a world in which people are

still, generally speaking, unable to possess all the plenty that advertising puts before their eyes."

He said if advertising, "which today is almost all-powerful," would combine its efforts to promoting human values "which are the sole aim of true progress," as well as to spreading material appetites, "the face of the world could find itself changed."

**IS DYNAMIC ELEMENT**

Premier Lesage said commercial advertising in all its forms, and particularly in the newspapers, is one of the most dynamic and essential elements in the economic life of a country.

He emphasized the present ed-

ucational effort in Quebec as a "truly total one, because it brings together the will of the whole population—the will of that of the civil and religious authorities."

He said the effort is costing more than Quebec's available financial resources, justifying urgent demands for redistribution of fiscal powers between the federal government and the provinces.

While Quebec has done a great deal in the field in a very few years, the main task remains "immense."

### CAME FROM U.K.

The elaborately carved desk in President Kennedy's office was a gift from Britain during the administration of Rutherford B. Hayes.

## Nyasaland Gets Independence On July 6, 1964

LONDON (AP)—Britain has agreed to grant independence to the central African protectorate of Nyasaland on July 6, 1964.

Date for the transfer of power was fixed in a meeting winding up constitutional talks between Deputy Prime Minister R. A. Butler, Nyasaland's governor Sir Glyn Jones and Prime Minister Dr. Hastings Banda.

Currently, Nyasaland is a member of the dying Central African Federation, which also includes Southern and Northern Rhodesia. The federation comes to an end Dec. 31.

Nyasaland and Northern Rhodesia were granted internal self-government within the Central African Federation last year. Southern Rhodesia has enjoyed this position for some time.

## Full Equality In Languages Is Early Federal Gov't Aim

QUEBEC (CP)—Associate Defence Minister Lucien Carlin said here the aim of the federal government is to achieve "perfect equality" as soon as possible for Canada's two official languages—English and French—within the federal government service.

"It is intended that from now on all federal civil servants should truly understand the bilingual and bicultural characteristics of Canada," he told a meeting of the Royal Canadian Army Service Corps Association.

"It is hoped that this information will go beyond the public service, but to that end we need the close co-operation of the provincial governments and our private cultural institutions."

The French-speaking cabinet minister said it is encouraging that the federal government is now being granted internal self-government within the Central African Federation last year. Southern Rhodesia has enjoyed this position for some time.

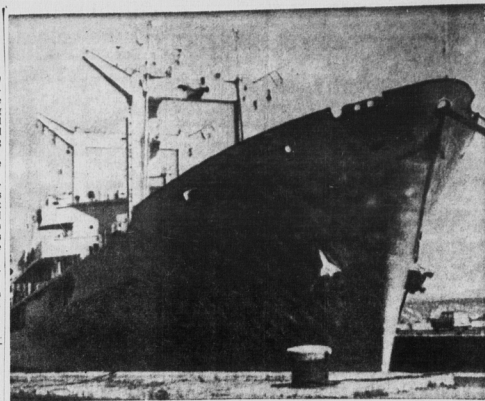
to note that six of the 10 provincial governments are expanding French language courses. They were not waiting for the report of the royal commission on bilingualism and biculturalism but were going ahead now.

"This also is true of the federal government. However, this would not apply to the armed forces. It was difficult because of the different roles of the three services and their varying operation methods to draw any precise conclusions which could be applied to the armed services generally."

"... Because of our so-called persons in NATO and NORAD, where the common language is English, English must be the language of command without there being any slight to any other language."

### TRACK BY VHF

POACHERS in Ontario's Lake Erie district are finding things easier since conservation officers obtained a VHF radio communications system.



## NEW NAVAL SUPPLY SHIP

HMCS Provider, a 22,000-ton replenishment ship was commissioned on Saturday at Davis Shipbuilding Ltd., Lauzon, Que. She will be used to supply fuel, ammunition to other warships at sea, and is the largest warship ever built in Canada. She will make her home port Halifax, N.S.

## REVOLUTION STARTED TO ASSIST SOUTHPAWS

By EDDY GILMORE

LONDON (AP)—George Oswald Sampson, a confirmed southpaw — has started a revolution in the interest of left-handed eaters.

"It's mental cruelty to make a left-handed person try to use his right hand," said Sampson, a retired schoolteacher. "Since the first problem in the life of a left-handed child comes up at the table over the knife and fork, we've got to start with those."

Pausing for emphasis, he added: "In the interests of left-handed people, we must set a table with all the implements in front of the plate, not to each side."

"With the knives, forks, and spoons in front of you, you can pick out what you want, without all that awkward business of crossing your hands to get what you want."

Sampson said about six per cent of the inhabitants of the British Isles are left-handed.

and that the number is growing, in proportion to right-handed persons.

Among the well-known left-handed persons are the late Charlie Chaplin, Pablo Picasso, Judy Garland, Olivia de Havilland and British tennis star Ann Haydon Jones.

Sampson continued: "Once we get rid of the need to cross over, I think we'll get rid of the idea that it's wrong to use a knife in the left hand."

In Britain, the knife is held in the right hand, the fork in the left, and unlike North Americans, the British don't cross hands to do the cutting. They also fork food into their mouths with their left hand.

Table places are traditionally set with the knife on the right, and to get at it, the lefty has to reach across his plate.

Sampson began his campaign by mailing out pamphlets explaining the object of his revolution for the left-

## N.S. Conservative Party Releases Election Platform

HALIFAX (CP)—Increased efforts to attract industry, expansion of educational facilities, increased pensions and a medical care program were promised by the Nova Scotia government in a platform for the Oct. 2 provincial election.

The platform was made public at Progressive Conservative provincial headquarters here.

The party said provincial Estimates I included a provincial crown company set up to help new and established industry, would be given 50,000,000 in capital if Premier Robert Stanfield's government is re-elected. IEL now has capital of \$18,000,000.

The platform also said IEL is expected to soon be financing its own operating and promotional expenses from income from its clients.

"The government... will continue its policy of offering substantial incentives to attract new industry to Nova Scotia, especially to areas of particular need," the statement said.

In education, the government promised to "expand the number and range of vocational, trades and technical courses now available, and we will expand facilities as to offer a more complete service on a province-wide basis."

The platform also promised further "support of our universities, in consultation with the

university grants committee."

Highways — The government would "press forward with an even greater highway program, including rapid completion of the Trans-Canada Highway and the substantial reconstruction of other arterial highways."

Health and Welfare — In co-operation with the federal government, "we will increase old age assistance payments and pension for widows and single women at the age of 40. Figures were mentioned in the prepared statement.

Medicare Plan — "After careful planning and a realistic appraisal of Nova Scotia's needs and the co-operation of all concerned, Nova Scotia was among the first provinces to establish in 1959 a hospital care program."

"The government is now seeking to develop a further program of medical care based on Nova Scotia in terms of their ability to finance such a program. We shall work closely with the federal government who are pledged to initiate such a program without undue delay."

The platform promised talks with the province's municipalities to consider "suitable means of establishing an improved basis of provincial - municipal relations."

## U.S. House Okays JFK Tax Cut Bill

WASHINGTON (AP)—The House of Representatives here has passed President Kennedy's bill for an \$11,000,000,000 tax cut, the biggest in history, to be shared by practically all U.S. taxpayers.

The vote, a resounding triumph for the administration, came after the House first turned down 236 to 196 a Republican effort to put into the bill a commitment for the Kennedy administration to curb spending.

The tax cuts would be spread over two years, starting next Jan. 1.

But the prospects for fattened pay envelopes in January, by reason of reduced income tax withholding are not yet bright. "The Senate, soon to be embroiled in a long civil rights debate, is not likely to touch the tax bill for weeks."

If the bill does become fully effective, it would mean relief from all federal income tax for some 1,500,000 low-income families and cuts on the scale of \$500 for four-person families earning \$5,000 a year; \$32 for \$10,000 families; \$1,004 for \$20,000 families; and \$5,278 for \$100,000 families.

## Canadian Gov't Seeks Tourists From Overseas

LONDON (Reuters)—The Canadian government travel bureau here announced it plans to step up its campaign to attract tourists from Britain and the continent to spend their vacations in Canada.

Last year, visitors to Canada spent \$50,000,000.

Bureau director Alan Field said: "Since we opened an office in London last year things have been going very well. We want to attract as many people as possible from Britain in spending their holidays in Canada."

George Powell, the bureau's newly appointed European manager, said: "Many Canadians are visiting Britain. Now we want to see more people here spending their holidays in Canada."

An average of 31,000,000 persons visit Canada every year, most of them day trippers from the United States.

Field said the bureau's main problem was to impress on the British that Canada is warm in the summer.

Some 3,000,000 bloodworms and sandworms are harvested annually in Nova Scotia for use in sea angling.

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