ON THE AIR

WEDNESDAY PROGRAMS

CFCY TV

3:30 p.m.—Musicale
3:00 p.m.—Moment of Truth
3:30 p.m.—Take Thirty
4:00 p.m.—TBA
4:31 p.m.—Razzle Dazzle
5:00 p.m.—TBA
5:30 p.m.—Forest Rangers
6:00 p.m.—TBA
6.15—Live Longer
6:25 p.m.—Scotties Submarine
7:30 p.m.—Bewitched
8:00 p.m.—Going My Way
8:00 p.m.—Red River Jamboree
9:30 p.m.—Perry Mason
10:30 p.m.—The Fantastics
11:30 p.m.—Already It's Tomorrow
12:00 p.m.—CBC TV News
12:13 a.m.—Local Weather
12:14 a.m.—Sign Off

CKCW TV

1:45 p.m.—Station Sign On, News, Weather, Sports
3:00 p.m.—Wednesday Playbill
3:30 p.m.—Take Thirty
4:00 p.m.—R.C.M.P.
4:30 p.m.—Vacation Time
5:30 p.m.—Forest Rangers
6:00 p.m.—Emmett Kelly
6:30 p.m.—Television News
6:45 p.m.—Weather
6:50 p.m.—Sports
7:00 p.m.—Three's Music
8:00 p.m.—Dr Kildare
9:00 p.m.—Red River Jamboree
9:30 p.m.—Perry Mason
10:30 p.m.—Angel In The Smoke
11:30 p.m.—News Magazine
12:00 p.m.—CBC-TV News
12:15 a.m.—Viewpoint
12:20 a.m.—Lionel Network News
12:25 a.m.—Sign Off

CFCY

WEDNESDAY

6:28—Sign On
6:30—News and Weather
6.35—Country & Western Roundup
6:55—News and Weather
7:00—Hebrew Christian Hour
7:15—Country & Western Roundup
7:30—News and Weather
7:35—Farm Report
7:41—Country & Western Roundup
8:00—News
8:11—Weather
8:16—Country & Western Roundup
8:45—Weather
8:50—Atlantic News Roundup
8:57—Thought For Today
9:00—News & Voice Reports CBC
9:10—Preview Commentary CBC
9:15—Notes and Music
9:27—Matinee Musical Charades
9:30—Notes and Music
9:35—Notes and Music
9:55—What's The Song
10:00—News and Weather
10:05—Notes and Music
11:00—News and Weather
11:05—Notes and Music
11:27—Matinee Musical Charades
11:30—Notes and Music
11:45—Bulletin Board
11:50—Notes and Music
11:55—Atlantic News Roundup
12:00—Weather
12:05—Towns and Country Time
12:30—News and Weather
12:15—Don Messer CBC
12:30—News and Weather
12:43—P.E.I. Road Report
12:45—Town and Country
1:00—News Headlines & Weather
1:02—Town and Country Time
1:15—Tommy Hunter-CBC
1:45—Town and Country Time
2:00—News and Weather
2:05—Tops In Country and Pops
2:27—Matinee Musical Charades
2:30—Tops In Country and Pops
3:00—News Headlines & Weather
3:05—Trans-Canada Matinee CBC
3:30—Tops In Country and Pops
4:00—News Headlines and Weather
4:05—Canada Roundup CBC
4:15—Tops In Country and Pops
4:30—The Outports
5:00—News and Weather
5:05—Matinee Musical Charades
5:28—The Outports
5:25 20—Marine Weather
5:28—The Outports
6:00—News and Weather
6.15—On Parliament Hill
6.20—Today's Editorial
6.25—Inland Weather and Sports Scores
6.30—Music In The Evening
7.30—Christian Frontiers
8.00—Assignment
8.30—Dixieland Downbeat
9.00—Music Diary
9.30—CBC Strings
10.00—CBC National News, On Parliament Hill and In The Provinces
10.30—Serenata
11.00—Music of Handel, Allan Sangster
12.00—CBC News
12.05—Sports Scores, Inland and Marine Weather
12.15—Music In The Night

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QUALITY ANALYSED

Former Air Force Officer Now Hunts CNR Passengers

MONTREAL (CP) — When Pierre Delagrave is asked how he won his wartime MBE, he replies:

"I got it for finding pork in a British sausage."

The former RCAF squadron leader is on an even more challenging search now. As a CNR vice-president, he's trying to hunt down the railway's lost passengers and bring them back.

Since the Second World War, thousands have abandoned rail travel for the automobile, bus or plane. Luring them back is the single problem of Mr. Delagrave, 53, a widely travelled native of Quebec City, who is in charge of passenger sales and service.

His methods are off-beat. So is his background, for a top railroader. He was an international refugee official when he joined the railway just six years ago. A Gallic bonhomie is reflected in his approach to brightening traditionally dreary train life.

At his paper-piled desk high in a Montreal office building, Mr. Delagrave ponders figures showing that between 1949 and 1963 the proportion of the inter city travel market held by railway companies in Canada dropped to 3.9 from 14.1 per cent. The percentage of such travel miles accounted for by private cars and commercial buses rose to 90.9 from 84.2 while air tranhport jumped to 5.2 from 1.7.

HAS NEW APPROACH

Mr. Delagrave came to the CNR's passenger division in 1960 and since then one of the division's responses to the sales challenge has been the fare plan known as red, white and blue.

The new plan reflects his outsider's approach to what he calls "the problem of marketing trains."

The scheme replaces fares based on mileage with rates that vary by days and in accordance with the different travel seasons of the year.

Introduced on CNR trains between Montreal and the Maritimes in 1962, it turned the Ocean Limited into a profit-maker, Mr. Delagrave said.

Since its extension throughout the system this year, bookings on the Trans-Continental between Toronto and Vancouver have increased but Mr. Delagrave gave no specific figures on its effects.

Passenger service revenue for the CNR in 1963 was listed as $44,400,000 compared with $44,000,000 in 1962. The company's gross revenue last year was $800,000,000 but it showed an over-all loss of $43,014,000.

FOUR-WAY PROGRAM

Better schedules and service and improved equipment form the other parts of a four-part passenger program instituted by the free-wheeling former airman.

As president of the Canadian Tourist Association, he thinks such efforts to improve Canada's transportation services can't help but boost the nation's appeal to foreign vacationers.

The CNR executive is unconventional in more than his methods of railway salesmanship.

His higher education consisted of what he terms "private training in accounting and economics" and not the usual passage through universities.

"In this respect at least, I am a commoner," he said.

Much of his RCAF service was in staff work. In 1944 he went to Ottawa as deputy administrator of the Wartime Prices and Trade Board.

Several years in other government posts followed and in 1952 Mr. Delagrave journeyed to Geneva to become deputy chief of budget and administration for the Inter-governmental Committee for European Migration.

Refugees were the organization's chief concern. The Quebecer found the work eminently worth-while and recalls, "never was there a happier Canadian-in-exile."

time chief at the prices board, Donald Gordon, offered him a post with the CNR, which Mr.

In 1958 Mr. Delagrave's war-Gordon now heads.

Back to Canada came Mr. Delagrave, this time as special assistant to the CNR's vice-president and secretary.

Now, his hair turning a distinguished white, he bounces around the passenger department radiating a sense of European joie de vivre which may account for the interest he takes in turning the travel hours of his passengers into fun.

"People often object to train travel because they think of it as boring. We want to make it as entertaining as possible."

Hence the Delagrave concept of "playing the miles away," which can include anything from bingo in the club car, to coloring books for the child ren.

Federal Gov't May Be Headed For Rail Hassle

OTTAWA (CP)—Is the federal government heading for another hassle with the provinces over its proposed new transportation legislation?

The provinces were consulted extensively by both the present Liberal administration and the previous Progressive Conservative government on plans to implement recommendations of the MacPherson royal commission on transportation.

But since the extensive and complicated bill was introduced in its final form in the Commons two weeks ago, the provincial governments have not been asked for their comments by the federal government.

An effort to bring them into the proposed secret briefing of MPs was made in the Commons Monday by Alvin Hamilton, former Conservative agriculture minister.

He asked Acting Transport Minister McIlraith to consider inviting provincial government representatives to the meeting and Mr. McIlraith promised to look into the matter and consider the suggestion.

Mr. Hamilton also asked that Mr. McIlraith "make reference to the implications of this act to the province of Quebec so that province will be among those invited."

Mr. McIlraith said he had not indicated any province will be invited "at this stage" but agreed to look into Mr. Hamilton's observations.

FOUR-DOLLAR DOG

A collie pup which cost trainer Rudd Weatherwax $10 became a movie star with the name of Lassie and earned millions.

CONTRACT BRIDGE

By B. JAY BECKER

	NORTH	
	♠84	
	♥Q72	
	♦AK9865	
	♣J5	
WEST		EAST
♠KJ103		♠76
♥1094		♥KJ853
♦73		♦Q10
♣9764		♣Q102
	SOUTH	
	♠AQ952	
	♥A	
	♦74	
	♣AK83	

The Bidding:

South	West	North	East
1♠	Pass	3♦	Pass
3NT	Pass	3NT	

Opening lead—ten of hearts.

Some of the most effective plays in bridge are amazingly easy to execute.

This deal occurred in a team of four match. At the first table, where the bidding went as shown, West led the ten of hearts. Declarer played low from dummy and won the trick with the ace.

He then led a diamond and when West followed low, played the eight, losing to the ten. Back came a cpade from East. Spurning the possible finesse, which a diamond to the king. When both opponents followed suit, he would have proved fatal, South went up with the ace and played and thus make nine tricks for a score of 600 points.

At the second table, the bidding was similar and the same contract of three notrump played by South was reached. Again the ten of hearts was led, dummy and East playing low, and declarer won with the ace.

But when South led a diamond at trick two, West played the jack instead of the deuce, as had happened at the first table. This seemingly insignificant play made a world of difference in the result.

Declarer now had the choice of going up with the king and more or less giving up the diamond suit as a main source of tricks, or else letting the jack win in the hope that four heart tricks could not be cashed by the defense.

South did as well as he could when he elected to play low from dummy and let West win with the jack. West returned a heart and East cashed four hearts to defeat the contract one trick.

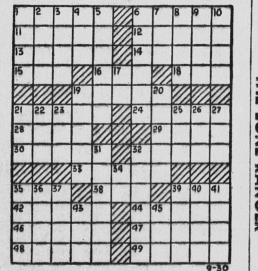
It is certainly true in most hands that a defender does best by playing second hand low, but, as is always the case with general rules, there are exceptions. The West at the second table did very well to recognize the exception.

RIPLEY'S BELIEVE IT OR NOT

DAILY CROSSWORD

ACROSS
1. Paris coin
6. —— dolorosa
11. Mississippi or Ohio
12. Sheath: zool.
13. Choice part
14. Core
15. Boy's nickname
16. Guido's note
18. Famous engraver
19. Farm implements
21. Zoo enclosures
24. Rascal
28. Leave out
29. Melody
30. Sailors: colloq.
32. Guide
33. Young person
35. Exclamation
38. Coin: Swed.
39. Aged
42. Choose
44. Seaweed
46. Girl's name
47. Climbing vine
48. Exchange, as goods
49. Soothe

DOWN
1. Worry
2. Irritate
3. Greedy
4. Seine
5. Baskets for fish
6. River: Central N.Y.
7. High card
8. An animal mare
9. Weird: var.
10. Value
17. Behold
19. Thrilling
20. Scythe handle
21. Lettuce
22. U.S. agent
23. Wine receptacle
25. Boy's nickname
26. Part of "to be"
28. Contend for
27. Fruiting spike of grain
31. Alleviate
32. Girl's name
34. Abraham's birthplace
35. Most excellent
36. Winglike
37. Jupiter's wife
39. Egg-shaped
40. River: Sib.
41. Heavy cart
43. Bounder
45. Trouble



Yesterday's Answer

B	O	L	A	R		N	I	T	P	Y
A	R	I	E	L		J	E	S	U	S
M	A	I	N	E		L	I	O	N	S
T	O	P		A	C	H	E	T	E
			S	A	L	L	E	Y		G	A	L
S	W	E	E	T		S	I	R	E		H	E	R
T	A	N		B	E	I	N	G	S
			T	A	R	T	A	N
S	T	R	A	W		A	B	A
K	A	P	I	N		E	L	A	I	N
S	I	M	O	N	S		I	S	S	U	E
T	E	D	E	E		S	T	R	A	W

9-30

DAILY CRYPTOQUOTE — Here's how to work it:

A X Y D L B A A X R
is L O N G F E L L O W

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, apostrophies, the length and formation of the words are all hints. Each day the code letters are different.

A Cryptogram Quotation

W A X P X A U Z L X P F X F D G
W A C S W F N L U C ; W N T I X K F W I W C B
L Z W F . — P W U E C K

Yesterday's Cryptoquote: WHERE MODERATION IS A FAULT INDIFFERENCE IS A CRIME.—LICHTENBERG

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