

# Canadians Are Optimistic But Buying Seen Cautious

Canadians are optimistic about family finances and employment, but they now are more cautious about the immediate future than at any time in the last six years, a survey by Maclean-Hunter Research Bureau.

The survey, based on interviews with 1,003 Canadians, says vacation plans are high and car-buying plans are up, but consumers now are becoming more aware of the growing tightness of credit and higher borrowing rates.

"They are just beginning to feel the pinch of higher income tax deductions and the rise in the cost of living," the Maclean-Hunter index of consumer mood dropped to 135 in the second quarter, the lowest second-quarter reading since the survey began six years ago. In the first quarter of 1966 it was 176 and 167 in the second quarter of 1965.

The index uses the third quarter of 1960 as base 100 and takes into consideration the response to:

"Do you think right now is a good or bad time for the average person to make a major outlay for such things as a home or car or some other major item?"

Ontario produced the largest drop from last year with 30.8 per cent saying now is a good time to buy, compared with 44.2 per cent in 1965.

In British Columbia, 47.2 per cent said now is a good time to buy compared with 51.6 per cent a year ago. In Quebec the percentage dropped to 27.5 from 30.6; in the Prairies to 32.1 from 37.9 and in the Maritimes to 37.8 from 42.4.

Those with plans to buy a car within the next six months increased to 9.8 per cent com-

pared with 8.6 per cent in the first quarter. However, 10.9 per cent said they planned to buy a car in the second quarter last year.

Only 17.8 per cent said jobs are hard to get in their own areas. In Ontario 6.8 per cent said jobs are hard to get, but in Quebec and the Maritimes it was 32.7 per cent and 31.1 per cent respectively.

In addition to industrial and household goods made from imported ceramic materials, Canada buys all its requirements of raw china clay abroad. The bulk of it comes from the United States and Great Britain for use in the production of ceramics, drugs, insecticides, paints, paper and other products.

Products now made from Nova Scotia clays include sewer pipes, bricks and other ceramic goods.

Elsewhere in business, the dollar volume of Canadian construction awards for the first seven months of 1966 was \$2,909,658,400, down three per cent of \$89,155,500 from the same period last year.

Toronto's seven-month total of awards at \$311,700,000 was down \$104,800,000 or 25.2 per cent while Montreal slipped to \$365,000,000 from \$402,900,000.

On a regional basis, Ontario awards were down to \$1,246,257,000 from \$1,285,736,600, Quebec awards to \$654,115,900 from \$712,221,500 and British Columbia to \$334,095,600 from \$442,315,900.

Awards were up in the Maritimes to \$167,809,200 from \$118,872,000, and the Prairies to \$597,280,700 from \$438,663,900.

can be made. Executives of the companies, have visited the province to investigate the possibility of establishing facilities to make ceramic tile here for the Canadian and United States markets.

Neither Nova Scotia nor Canada are well endowed with clay suitable for this purpose. China clays, required for products such as bathroom tiles are located in only a few parts of the country and are unknown in Nova Scotia.

But the European companies believe new production methods could employ coarser materials, such as Nova Scotia clays, for this type of china product.

An inventory of known deposits is being compiled by the provincial mines department, but a long program of testing will be necessary to evaluate the properties of the clays themselves.

**GRANT FOR STUDY**  
Some testing is being done in laboratories of the Nova Scotia Technical College, but a full-scale analysis awaits completion of a Nova Scotia Research Council clay research laboratory. A \$250,000 grant was earmarked for this laboratory by the Atlantic Development Board in early 1965, but work has been delayed by design changes.

The new laboratory will be one of three research units concerned with clay, timber and water.

Red brick-making clay is available in large quantities in Nova Scotia and the industry has long been an established part of the provincial economy.

Bricks are a soft clay product requiring a relatively low melting point. It is in the area of refractory clays, which can withstand the higher degrees of heat required in the manufacture of china and ceramic tiles, that Nova Scotia and Canada are deficient.

Certain earth conditions give provincial officials hope that such materials may be discovered here. Some of England's best china clays are found beneath coal, and clays are known

to exist in similar circumstances in Nova Scotia.

Although federal mining officials are not as hopeful that high grade refractory clays will be found, they say a program of prospecting and evaluation is nevertheless called for.

The clay division of the federal department of mines has provided testing facilities for the brick-making firm of L. E. Shaw Ltd. in Shubenacadie, N.S., and other Maritime producers for over 50 years. It has also done laboratory work for the provincial government.

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## PISQUID

Mr. and Mrs. Floyd Jay and their sons were visitors in Charlottetown recently.

Mrs. Stoutenburg and daughter Lynn, Collingwood, Ontario spent their holidays in Pisquid. Mrs. Stoutenburg was the former Cora Coffin.

Mrs. Harold Jay was hostess to the ladies of Pisquid East Women's Institute Wednesday night with a good attendance of members present. When routine business was completed a contest was put on by Mrs. Edward Jay, won by Mrs. Harold Jay. Refreshments were served by the hostess assisted by Mrs. Floyd Jay.

Mr. and Mrs. Harold G. Jay and family Cambridge, Mass., are spending their holidays at the home of his parents Mr. and Mrs. Edward Jay.

Alton Jay and daughter Gail left recently for Cambridge, Mass., where Mr. Jay is getting medical treatment.

## GRANDMA

WHY DID YOU PUT UP THE ODD-LOOKING LITTLE FENCE, GRANDMA?

CAUSE ALL SIZES OF FENCE CLIMBERS PLAY IN MY YARD, MR. OTIS?

SKEETER! WHAT ON EARTH HAPPENED TO THIS LOAF OF BREAD I SENT YOU FOR?

WELL, BUBBA WENT TO THE STORE WITH ME...

AND ON THE WAY HOME WE GOT TO PASSING IT AROUND A LITTLE...

PLAYING FOOTBALL WITH IT!

IN THAT CASE, I'M GOING TO PENALIZE YOU BOYS TWO YARDS FOR ROUGHING THE BALL!

SKEETER! YOU MOW THE FRONT YARD... BUBBA! YOU MOW THE BACK!

## RIPLEY'S BELIEVE IT OR NOT



**THE PUNCTUAL FLOODS**  
Salem, India  
OF SVETA VADI RIVER  
INUNDATES THE VILLAGE OF GANGAVALLI  
EXACTLY 2 HOURS AFTER EVERY RAIN  
AND ALWAYS SUBSIDES 4 HOURS LATER

**THE SIGN**  
OF THE  
BEE HIVE HOTEL,  
IN BEVERLY, ENGLAND,  
IS A REAL BEEHIVE

**BASIL GILDERSLEEVE**  
(1831-1924) FIRST  
PROFESSOR OF GREEK  
at Johns Hopkins University  
READ THE BIBLE FROM  
COVER TO COVER  
AT THE AGE OF 5

## DAILY CROSSWORD

- |                               |                                |                          |
|-------------------------------|--------------------------------|--------------------------|
| <b>ACROSS</b>                 | <b>DOWN</b>                    | <b>11.</b> Cereal grains |
| 1. Datum                      | 1. Soldier's shelter           | 15. Footed vase          |
| 5. Jackdaws                   | 2. Singing voice               | 19. Wan                  |
| 9. Of the sun                 | 3. King or queen               | 22. Seine                |
| 10. Theater attendant         | 4. Characteristic substance    | 23. Anthropoids          |
| 12. Additional                | 5. Mannequins' nickname        | 25. Man's name           |
| 13. Full of                   | 6. Mother of Beer Gyn          | 27. Cut                  |
| 14. Metallic-chemical element | 7. Word of inquiry             | 29. Trimmings            |
| 16. Foot                      | 8. American writer and painter | 30. Backpacks            |
| 17. Hawaiian bird             | 9. Thin and watery             | 32. Labium               |
| 18. Journey                   |                                | 34. Frau's spouse        |
| 20. Canadian province; abbr.  |                                | 35. S-shaped moldings    |
| 21. Forearm bone              |                                | 37. Endures              |
| 24. Tidy                      |                                | 40. Bestowed             |
| 26. Percolates                |                                | 42. Astringent           |
| 28. Glossy                    |                                | 43. Fruit                |
| 31. Narrate                   |                                | 45. Slight color         |
| 33. Whirlpool                 |                                | 48. Hint                 |
| 34. Exclamation               |                                |                          |
| 36. Navigate                  |                                |                          |
| 38. Peach                     |                                |                          |
| 39. Ingredient in a recipe    |                                |                          |
| 41. Kind of paralysis         |                                |                          |
| 44. Arrive at                 |                                |                          |
| 46. Kind of musical comedy    |                                |                          |
| 48. Lifting device            |                                |                          |
| 49. Ovule                     |                                |                          |
| 50. Places                    |                                |                          |

**DAILY CRYPTOQUOTE** — Here's how to work it:

**A X Y Z L B A A X E**  
**LONGFELLOW**

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

**A Cryptogram Quotation**

**STIIDFOLL DL TPKMO TZZ**  
**HSDFAL HSO WIZX, AZTR WOB-**  
**HIDFHU KQ DFFKWOFWO.—SOF-**  
**EDN DPLOF**

Yesterday's Cryptoquote: GREAT MEN ARE SELDOM OVER-SCRUPULOUS IN THE ARRANGEMENT OF THEIR ATTIRE.—DICKENS

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## OUR BOARDING HOUSE MAJOR HOOPLE

MY WORD, JAKE, YOU KNOW EVEN LESS ABOUT DOGS THAN NUCLEAR PHYSICS! HAK-KAFF! WHY THIS IS A RARE RETRIEVER TRAINED TO LOCATE OYSTER BEDS! HIS NAME IS... ER... AH... TEMPLETON!

LEAVE IT TO YOU TO BUY AN OYSTER! HE WON'T FIND ONE IN THIS TOWN UNLESS HE CAN OPEN CANS!

SO HE'S NAMIN' THE POOCH TEMPLETON! A FANCY HANDLE LIKE THAT SOUNDS AS OUT OF PLACE AS SYMPHONY MUSIC AT A HOT DOG STAND!

JUST THE NAME FOR AN OYSTER HOUND!

## MUGGS & SKEETER

AND ON THE WAY HOME WE GOT TO PASSING IT AROUND A LITTLE...

PLAYING FOOTBALL WITH IT!

IN THAT CASE, I'M GOING TO PENALIZE YOU BOYS TWO YARDS FOR ROUGHING THE BALL!

SKEETER! YOU MOW THE FRONT YARD... BUBBA! YOU MOW THE BACK!

IT SURE LOOKS LIKE RAIN, SUGAR! GUESS OUR DATE'S OFF!

OKAY! GIVE MY LOVE TO SANDRA!

WHAT DO YOU MEAN BY THAT CRACK? YOU KNOW MY CAR DOESN'T HAVE ANY TOP!

THAT'S WHAT I MEAN, SO WHEN IT RAINS YOU DATE A GIRL NEARER HOME!

## MICKKEY MOUSE

A VERY GOOD SUGGESTION, MISS TWINK! EXCELLENT!

I'LL FOLLOW THROUGH ON IT!

I SUGGESTED HE TAKE THE AFTERNOON OFF!

THAT CABS FOLLOWING ME!

STOP AS SOON AS YOU ENTER THE BASIN AREA!

OUI, MISELL!

HE TURNS INTO ZE BOAT BASIN, MAHSELLE!

I'LL WALK FROM HERE!

THIS MAY COME IN HANDY!

## THE LONE RANGER

MR. ASHLEY, I RESPECT YOUR ABILITY AS AN INVENTOR, BUT NOTHING CAN WITHSTAND OUR PRESENT NAVAL SHELLS!

LET'S BE ON WITH THE TESTS!

ACROSS THE BAY, A TURRET GUN THUNDERS

GREAT SCOTT! ASHLEY, YOUR NEW ARMOR PLATE WASN'T PIERCED!

WOOSH!

YOU'RE GOING TO GET BEATEN, JET! YOU KNOW THAT DON'T YOU?

WHAT DIFFERENCE? JUST PHONE THE PRINTER!

I GET IT! IT'S STOKER'S DAUGHTER, ISN'T IT?

JET... DON'T ASK ME TO DO THAT! WE HAVE TO WIN THIS PRIMARY!

HARRY... I'VE CHANGED MY MIND ABOUT THOSE CIRCULARS! I'D LIKE YOU TO PHONE THE PRINTER AND CANCEL THEM!

THEY'RE FIGHTIN' CRIME ON TV, NOW?

RIGHT?? MANBAT AND HIS BOY, WONDERBRAT??

I'M LOYAL TO CHICKEN SUPERMAN!!

IT AIN'T SENSIBLE, STAIN! LOYAL TO A LEADER THAT DON'T LEAD US TO NO JOBS NO MORE!!

WEEKS PASS—

WEATHER

6:00—The Morning Show, Part 1

7:00—CBC News

7:30—Inland Weather and Sport Scores

7:45—Music

8:00—CBC News

8:15—Regional Weather

8:30—Weather

9:00—CBC News

## Nova Scotia Ceramic Clays May Attract New Companies

HALIFAX (CP) — Canada's annual importation of \$40,000,000 worth of ceramic materials may be reduced if planned studies on Nova Scotia clays prove successful.

At least two European ceramic companies, interested in the clay resources of Nova Scotia, have tentative plans to expand into the province if such studies

can be made. Executives of the companies, have visited the province to investigate the possibility of establishing facilities to make ceramic tile here for the Canadian and United States markets.

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## CONTRACT BRIDGE

By B. JAY BECKER

South dealer. North-South vulnerable. NORTH: ♠ 8 7 4, ♥ K 9 5 2, ♦ Q J 3, ♣ Q J 4. WEST: ♠ Q J 10 5, ♥ 7 4, ♦ 10 9 6 5, ♣ 8 7 2. EAST: ♠ 9 6 2, ♥ A Q, ♦ A 8 4 2, ♣ 10 6 5 3. SOUTH: ♠ A K 3, ♥ J 10 8 6 3, ♦ K 7, ♣ A K 9.

The bidding: South West North East 1♥ Pass 2♥ Pass

Opening lead — queen of spades. Timing is a highly important element of good dummy play. For example, when a declarer plays a suit contract, he may be faced with the problem of when to draw trumps, when to take certain finesses, when to establish high card tricks, or long suits, and similar problems. Some or all of these things may have to be done, but the order in which they take place can be of highly critical importance. The timing of such plays often spells the difference between the success or failure of a contract.

South was in four hearts and got a spade lead. He won with

the ace and immediately attacked trumps. He led the Jack and finessed, losing to the queen. Back came a spade and South won with the king. Eventually he lost four tricks — a spade, two hearts and a diamond — and went down one.

But he should have made the contract. While the idea of clearing trumps was good, it was put into effect prematurely. South should not have attacked hearts at once. By doing so, he virtually pinned all his hopes on losing only one trump trick. The trump situation could wait. South could afford to lose two heart tricks and still make the contract, provided he escaped the loss of a spade.

He could have avoided the spade loser by leading the king of diamonds at trick two. If the defense took the ace, dummy would immediately provide a parking place in diamonds on which the spade loser could be discarded.

If East refused the king of diamonds, a continuation would establish dummy's third diamond as a trick. The Jack of clubs, in such case, would serve as an entry to obtain the discard.

In most suit contracts declarer plays trumps at once. But where there are more urgent things to be done, as in this hand, declarer delays trump extraction until the time is more propitious.

First things come first.

## ON THE AIR

The following program/listings are published free of charge as a public service and appear as presented to us by the stations concerned.

## TUESDAY PROGRAMS

### CFCY-TV

- 2:30 p.m.—Musical
- 3:00 p.m.—Tell The Truth
- 3:25 p.m.—Take 30
- 3:55 p.m.—Mistress of the Century
- 4:30 p.m.—Vacation Time
- 5:00 p.m.—Summer Camp
- 5:30 p.m.—Peyton Place
- 6:00 p.m.—Film Festival
- 6:30 p.m.—Gazette
- 7:00 p.m.—CFCY TV News
- 7:15 p.m.—Vacation Playground
- 8:00 p.m.—Bow Hunting By The Sea
- 10:30 p.m.—The Third Man
- 11:30 p.m.—Gilligan's Island
- 12:00 p.m.—Big Valley
- 12:30 p.m.—Red Station Hour
- 1:00 p.m.—Dick Van Dyke
- 1:30 p.m.—Gideon's Way
- 1:30 p.m.—News Magazine
- 11:30 p.m.—Glencannon
- 12:00 p.m.—CBC TV News
- 12:13 a.m.—Local Weather & Sport Scores
- 12:15 a.m.—Sign Off

### CRCW-TV

- 12:57 p.m.—Station Sign On
- 1:00 p.m.—Lunch Date
- 1:30 p.m.—Playbill
- 2:00 p.m.—Bamboo Prison
- 3:00 p.m.—To Tell The Truth
- 3:30 p.m.—Take Thirty
- 3:55 p.m.—Mistress of the Century
- 4:30 p.m.—Vacation Time
- 5:00 p.m.—Summer Camp
- 5:30 p.m.—Dave's Place
- 6:00 p.m.—Rescue '81
- 6:30 p.m.—LTV News
- 6:45 p.m.—LTV Weather
- 7:00 p.m.—LTV Sports
- 7:30 p.m.—The Third Man
- 7:30 p.m.—Gilligan's Island
- 8:00 p.m.—Carusel
- 8:30 p.m.—Peyton Place I
- 9:00 p.m.—Red Skelton
- 10:00 p.m.—Dick Van Dyke
- 10:30 p.m.—Gideon's Way
- 11:30 a.m.—News Magazine
- 12:00 p.m.—CBC National News
- 12:15 a.m.—Viewpoint
- 12:20 a.m.—Lionel Network News
- 12:30 a.m.—Station Sign Off

### CFCY-RADIO

- 6:30—News and Weather
- 6:35—Morning Roundup
- 6:45—Island Weather, Mar. Temp.
- 6:48—Morning Roundup
- 7:15—Morning Roundup
- 7:30—News and Weather
- 7:35—Farm Report
- 7:41—Morning Roundup
- 7:45—Island Weather, Mar. Temp.
- 7:48—Morning Roundup
- 7:50—Sports Capsule & Scoreboard
- 8:01—News
- 8:11—Weather
- 8:16—Morning Roundup
- 8:55—Weather
- 9:00—CBC National News
- 9:10—Notes and Music
- 10:00—News and Weather
- 10:05—Notes and Music
- 10:30—Preview Commentary
- 10:35—Checkpoint
- 10:50—Notes and Music
- 11:00—News and Weather
- 11:05—Notes and Music
- 11:45—Bulletin Board
- 11:55—Agriculture '66
- 12:00—Weather
- 12:05—Town and Country Time
- 6:55—News and Weather
- 7:00—Hebrew Christian Hour
- 12:30—News and Weather
- 12:45—Town and Country Time
- 1:00—News and Weather
- 1:05—Town and Country Time
- 1:15—What's On Tapp
- 12:43—P.E.I. Road Report
- 1:45—Town and Country Time
- 2:00—News and Weather
- 2:05—Mostly Music
- 2:30—Assignment
- 2:35—Mostly Music
- 2:58—Thought For Today
- 3:00—News Headlines and Weather
- 3:03—Trans-Canada Matinee
- 3:30—Pop Caravan
- 4:00—News Headlines and Weather
- 4:33—Canadian Roundup
- 4:40—Pop Caravan
- 5:00—News and Weather
- 5:05—The Outposts
- 5:25—Marine Weather
- 5:28—The Outposts
- 5:45—Sports Capsule and Scoreboard
- 5:50—The Outposts
- 6:00—News and Weather
- 6:10—Tonight's Music
- 6:30—Business Barometer
- 6:35—Tonight's Music
- 7:00—Back to the Bible
- 7:30—News and Weather
- 7:46—Lone Guide Program
- 8:00—CBC Tuesday Night