

Price Sacrifice Sharply Denied In Wheat Sale

OTTAWA (CP) — Any talk of a price sacrifice to land Canada's record wheat sale to the Soviet Union is "pure fiction," Trade Minister Sharp told the Commons as it dug for details on the \$50,000,000 deal.

"Thank you for this first reference to this magnificent transaction in this House," a smiling Mr. Sharp told Lawrence Knudt (PC — Macleod) who reported concern among western farmers that prices had been depressed to the price of 27,500,000 bushel wheat and flour sale.

Mr. Sharp reiterated that the price—an average \$2 per bushel—was made at the going market price at the time the contract was signed.

He told Tom Bell (PC—Saint John) that everything possible was being done to utilize all Canadian ports. Mr. Bell had said Halifax appeared to be getting most of the first shipments—totaling 29,500,000 bushels in wheat equivalent—and this was the most profitable part of the deal for ports.

Mr. Sharp said in reply to Gilbert Roudan (Creditiste — Shefford) that "very special efforts" will be made to see Eastern farmers get sufficient supplies of Western feed grains.

SPREAD BY BEETLE
Dutch elm disease was introduced accidentally into the United States about 1920 and now is spread by the European bark beetle.

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Drury Reports Top Expenses In April Vote

OTTAWA (CP) — Industry Minister Drury reported the biggest expenses in the April 8 federal election campaign, it was disclosed in a report by Chief Electoral Officer Nelson Castonguay tabled in the Commons.

Mr. Drury's official agent in Montreal St. Antoine — Westmount reported campaign expenses totalling \$36,725. Mr. Drury, a former business executive, was first elected in 1962.

Several other candidates reported expenses of over \$25,000. They included former Conservative immigration minister Richard Bell, who spent \$25,638 in Carleton but lost his seat. Commons Speaker Alan MacNaughton reported an outlay of \$25,313 in Montreal Mount Royal.

Two candidates reported they had no election expenses. They are Gregory McInnis who ran for the NDP in Prince, a Prince Edward Island riding, and Jean Clermont who contested Montreal Notre Dame de Grace for Social Credit.

Official agents for all candidates must under federal law submit expense statements for their candidates.



EMPEROR HAILE SELASSIE GREETED

Emperor Haile Selassie of Ethiopia is greeted on arrival in Ottawa by Prince Michael Makonnen, 13, (right), his grandson, and Ltj Michel Mengesha, 13, is great-grandson. The children are attending a private school in Ottawa. In background are Governor-General Vanier (facing camera) and Prime Minister Pearson (side to camera, leaning forward). (CP Wirephoto).

SHIP LAUNCHED
NAGASAKI, Japan (AP) — Japan's first missile-equipped warship was launched Saturday at the Mitsubishi shipbuilding yard in south-western Japan.

The 3,500-ton vessel, Amatsukaze (Heavenly Wind), constructed for the Japanese maritime self-defence force, is armed with Japanese-made tairar ship-to-air missiles and anti-submarine weapons. It will have a crew of 250.

PRODUCE STEEL
Sweden's production of crude steel in the first half of 1963 totalled 2,007,000 tons.

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Agents Throughout The Province



HUNGARIAN BORN ballet stars Nora Kovach and Istvan Rabovsky, formerly of the Leningrad and Budapest Opera ballets are shown here with a brilliant troupe of free Hungarian dancers and musicians in a scene from Gypsy Life. Rabovsky is executing an almost impossible leap in a dance depicting a gypsy running from the police. They are appearing here Thursday night.

First Community Concert Here This Season Slated Thursday

The new season's Community Concert season will be launched Thursday night with the presentation of the Kovach and Rabovsky Hungarian Ballets "Bihari" at the Queen Charlotte High School auditorium.

The troupe is made up of 14 performers, seven dancers and seven musicians, all free Hungarian artists.

The music will be played by authentic gypsy instrumentalists on the favorite instruments of the gypsies: violins, viola, bass, clarinet, and cymbalom. The musical repertoire will combine the best of the old and new, from the patriotic "Rakoczy March" in the original version by the most famous gypsy violinist — composer of two centuries ago, Janos Bihari (after whom the ensemble is named), to the popular "Intermezzo" from Kodaly's contemporary opera "Hary Janos".

The performers' costumes too will reveal the full color of Hungarian life whether in the guise of peasants, gypsies, Huns, noblemen, or soldiers.

Above all, however, there are the dances, choreographed by the ensemble's stars, the renowned and exciting Nora Kovach and Istvan Rabovsky, together with the talented Karoly Barta. The company, unique in that it combines the characteristic folk dances of the various Hungarian regions with the professional techniques of classical ballet, will offer viewers the opportunity of witnessing the authentic performances of such dances as the vivid "Czardas" and the fanciful "verbunkos".

Two full-length ballets will also be featured in which a total of 100 dancers will participate in the stage action.

Newspapers Given Praise By Advertiser

BOSTON (AP) — An advertising executive for a national chain of retail food stores said there "nothing excels newspapers when it comes to selling merchandise or building a substantial image for the company who sells it."

Orville W. Jolner, vice-president in charge of advertising for the Independent Grocers' Alliance, which operates some 5,000 stores, spoke to a seminar for IGA advertising managers. Jolner said the Chicago-based firm with outlets in 46 states and eight Canadian provinces, "buys more newspaper retail food advertising than any other organization in the world."

"There are no miracles in advertising," he said. "If you work with your newspapers instead of sitting back and waiting for your advertisements to do all your work you can receive fantastic results."

"Our experience over 28 years with all forms of advertising prompts us to spend 90 per cent of our advertising dollar in newspapers," Jolner said.

FIRM EXPLAINS RED MAN LABEL

SAULT STE MARIE, Ont. (CP) — An Indiana brewery has denied it is using life-sized billboard "Mounties" for beer advertising.

Instead, said Carleton Smith, chairman of the board of Drewry's Limited, U.S.A., the firm is using a "red-coated man."

A close look at the trademark shows it's "definitely different," he said in reply to a statement by Justice Minister Chevrier in the Commons Monday that the government was aware the brewery had been using the Mountie reproduction in its advertising.

"We certainly mean no disrespect for the Canadian Mountie," Mr. Smith said from South Bend, Ind., in a telephone interview.

The figure in question, seen with a bottle of the company's beer in the foreground, wears a red tunic and a boy scout-type hat. It does not have any collar or shoulder flashes.

"We have used this trademark for 27 years and we just call it our red-coated man," Mr. Smith said.

LOCUSTS RETURN
After eight swarm-free years the brown locust again appeared on a large scale in 1963 in the Karoo region of South Africa.

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