

Announcements

CITY & QUEENS

GARDEN SEEDS—Our very best open daily 9 a.m. to 9 p.m. every day.

QUEEN MARY Needlework Guild displays at Mrs. George Fisher's, 1 West Street, Thursday afternoon, June 7th.

DR. L. H. KILLORN will be in his office on Wednesday during the month of June.

RESERVE JUNO 23rd for dinner supper, Legion Home, North Hastings Branch 18 Street and Meeting.

PUBLIC MEETING—Queens and Prince Conservative Associations tonight at Kinkora school hall at 8:30 p.m.

BINGO Kelly's Cross Hall, Monday, June 4th at 8:30 p.m.

EMPLOYMENT EMPLOYMENT

SALESMAN WANTED To work in Country selling appliances etc.

REAL ESTATE REAL ESTATE FOR SALE BY TENDER

Lapin Properties being Double Tenement No. 12-14 Hillsboro Street, also the adjacent house, corner of Hillsboro and King Streets.

Highest or any Tender not necessarily accepted. Tenders close at 12 O'clock Noon.

For Further Particulars apply to

TRAINOR & O'DONNELL, Solicitors, Dial—4-3432.

NOTICES NOTICES NOTICE

Members of Charlottetown Branch Royal Canadian Legion and other veterans are cordially invited to come to the Branch Home on Wednesday, June 6th from 6 to 7 p.m.

Ladies Cordially Invited to

AFTERNOON TEA

Come and meet Miss Margaret Aitken former M.P., Mrs. Angus MacLean and Mrs. Heather Macquarrie at afternoon tea, Clover Club Thursday, June 7th, 3:30 to 5:30 p.m.

DIABETIC ASSISTANCE PROGRAM

DEPARTMENT OF HEALTH

Effective 1st June 1962, all Diabetics in the Province may receive, free of charge, insulin, Antidiabetic tablets, Acetest tablets, and Clinistest tablets, from their druggist, provided the diabetic person has applied for and received an identification card from the Department of Health.

Application forms are available at the Administration Office of the Department of Health, 188 Prince Street, Charlottetown, or may be obtained by writing to:—

Administrator, Diabetic Control Program, P. O. Box 3000, Charlottetown, Prince Edward Island.

NORTH SHORE Women's No. 1 District Convention, will be held at Shing Waters Lodge, Cavendish, on Thursday afternoon, June 7, commencing at 2 p.m. (Daylight Time).

KINGS COUNTY ADA'S DRESS SHOP, moved will open June 6th.

DANCE Cardigan Hall Tuesday, June 5th. Webster's orchestra from Mt. Charleston, at Base of Nova Scotia.

AT MONTAGUE Electric is cubic foot G.E. refrigerator. Regular \$250.00 for \$190.00 and \$110.00 monthly.

PRINCE COUNTY ENJOY BEING a blood donor at Red Cross Clinic at 14 St. Home, Summerside, today and tomorrow from 2 to 4 and 7 to 9.

PUBLIC MEETING—Queens and Prince Conservative Associations tonight at Kinkora school hall, Monday, June 4th at 8:30 p.m.

RESERVE Wednesday, July 25th for the grand celebration to commemorate the twenty-fifth anniversary of Tignish Credit Union.

MAKE TIME to attend Prince County Red Cross Blood Donor Clinics this week at Summerside, Tignish, Alberton and O'Leary.

PUBLIC MEETING—Queens and Prince Conservative Associations tonight at Kinkora school hall at 8:30 p.m.

OBITUARY

Inserted by friends and relatives as a tribute to the deceased.

ROLAND D. MACPHERSON The death of Roland MacPherson occurred suddenly at Portland, Maine, on May 23rd, 1962, in his 63rd year.

He was a blacksmith for Portland Terminal Co. for 43 years.

He is survived by five brothers and seven sisters. John, Eliot, Malin, Robert, Otis, West, Berwick, N.S., Millar and Angus, New Westbury, P.E.I., Margaret, Mrs. James, Boston, South Portland, Maine, Janet, Mrs. Roland Warren, Hunter's River, P.E.I., Blaine, Medici, Hat, Alberta, Adelaide, Helen, Mrs. Daniel MacPherson, Calverton, Mrs. Herbert Dollar, Renf, Mrs. Albert Bowman, all of New Westbury, P.E.I., and Mrs. Mrs. Albert Hordison, Burnford, Maine, predeceased him on May 30th, 1961.

The Rev. William Chamberlain of Peoples Methodist Church, South Portland officiated at the private services.

Interment in Elliot, Maine.

UNCHANGED TONGUE The ancient Basque tongue of southwest France and northern Spain is not related to any other language.

DEPARTMENT OF HIGHWAYS Province of Prince Edward Island

TENDERS SEALED TENDERS will be received until noon on Friday, June 8, 1962 for the SOIL CEMENT STABILIZATION on the following TOURIST ROAD and PROVINCIAL ROAD Projects:

TOURIST ROADS: TR-40 INDIAN RIVER 1.2 Miles TR-14 ST. NICHOLAS 1.5 Miles TR-21 FRENCH RIVER 1.0 Mile TR-50 CRAPAUD 1.0 Mile TR-30 RATTENBURY ROAD 1.0 Mile TR-34 HOPE RIVER 1.0 Mile

PROVINCIAL PROJECTS: LOT 16 - BELMONT 1.0 Mile SPRING VALLEY - DUNROVIN 1.0 Mile SPRING VALLEY 1.0 Mile MALPEQUE TO COVE 2.0 Miles COSGROVE CORNER TO ARSENAULT WAREHOUSE 0.5 Miles

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FOOD PROVIDED ON LARGE SCALE

But Cook Of Old Camps Far From Today's Setup

By KEN SMITH MONTREAL (CP)—The bill cook of Canada's old-time meat markets was truly an awesome figure.

An ill-tempered bear of a man who split in the coffee to give it flavor, he brood women for his biscuits and magnets for his meat.

Tough enough to enforce his dictum of "if you don't like it, don't eat it," he was Paul Bussard, swathed in a grime-caked apron.

Canada still has its wilderness camps, but today the man responsible for feeding the hands in almost all of them is a suave, self-poloed, bespectacled business executive who sits behind a glass walnut counter in an office in downtown Montreal.

He is J. Kenneth Cullis and McCracken, Limited, an outfit known officially as a "boarding and catering" concern, but more commonly as "Canada's Biggest Cook."

The firm, which during its 50 years of operations has seen its business grow from \$200,000 to \$30,000,000, does things for work crews on a scale that would have the old bill cook amazed even to stare.

NO JOB TOO BIG Drawing on stores and warehouses spotted across Canada, Crawley and McCracken boast they can handle any feeding job, whether it involves 10 men or 10,000. The firm's cafeteria crew range from the Atlantic to the Pacific and up to the Arctic.

They use every kind of convenience, from plane to dog sled, to carry supplies to freezing 1,000-pound stoves to fresh eggs, to a kitchen and tooth paste.

They feed workers at British Columbia's Klum project and Quebec's Shipshaw power development. They offer customers mountain of many adverse factors, including high taxation.

ECONOMY FALLS The market boom indicates structural faults in the economy. While care these may be adjusted or repaired, but in the meantime they have in the potential of other economic shocks is more than the stock market.

Other projects have been the firm's responsibility. During the five-year stint at Klum, for instance, Crawley and McCracken put in 600 cafeteria workers who did not a meal of more than 4,000,000 meals, preparing a breakfast, lunch and supper for up to 3,700 workers a day.

The workers consumed 1,400,000 steaks, almost 20,000,000 fresh eggs, 4,750,000 pounds of potatoes and nearly 100,000 pounds of butter.

That was in addition to 170,000 pounds of beef, 4,000,000 pounds of turkey, 330,000 pounds of chicken and tons of fresh fruit and bread.

McCracken says the secret of the firm's success is the vast experience it has built up in overcoming everything from

Stock Market Fluctuation Is Reflection Of Economy

By FORBES BRUDE Canadian Press Business Editor The stock market shakeout and recovery last week up them in greater doubt, but potentialities for stocks all their own.

Wall Street Journal, commenting acutely on some recent moves in the United States said: "The root of the stock market's trouble is a delusion. It is the delusion that every tree grows to the sky; the delusion that a nation, unlike a family, will never be called to account for imprudent economic policies."

"It is the delusion that the government, if it will just intervene boldly, can always keep everything spinning upward; the delusion that the government can abuse the economy one moment and when it is on new heights in the next."

CHEERFUL AND SOBERING On the Canadian front one of the more sobering reports was that we ran a trade deficit in the first quarter of the year, which an 11-per-cent gain in ex-

ports offset by a 15-per-cent rise in imports.

The Dominion Bureau of Statistics also issued some generally optimistic early-year reports, including one that the index of industrial production was a high of 104.1 in March, up nearly one per cent over February.

From implementation and investment sales in the first quarter, however, were down more than 15 per cent from an estimated \$24,114,383 wholesale price.

BRUNSWICK COMING The way was cleared for a number of big projects. Brunswick Mining and Smelting Corp. Ltd. completed financing to bring its production project in northern New Brunswick with an assured Belgian market for 12 years. The immediate product includes iron, copper and a mill to handle 100,000 tons of ore daily, is estimated to cost \$17,500,000.

Webb and Knapp (Canada) Ltd. started construction in Metropolitan Toronto's York Township.

George Weston Ltd. is offering to exchange 1% of its class A shares plus \$1.50 cash for each common share of Eddy Paper Co. Ltd. with the offer open for four months from June 8.

Crush International Ltd. with headquarters in Toronto, bought the lives root beer division of Consolidated Food Corporation, Chicago.

News Scotia Light and Power Company expects to burn 355,000 tons of coal in the next year, or 30,000 tons more than in the last year. This means a 45-per-cent increase in the purchases of Nova Scotia coal.

MISS EUROPE CROWNED BEIRUT, Lebanon (Reuters) Miss Spain—19-year-old Marjorie Garcia Nicolau, of Palma, Mallorca—was crowned Miss Europe 1962 Thursday. Black-eyed Sororita Nicolau (36-23-30) would like to be an actress and admires Gina Lollobrigida and Kirk Douglas.

The Canadian, Charlottetown, Mon. June 4, 1962 11

Catchy Slogans Play Role In Political Campaigning

By ALAN DONNELLY OTTAWA (CP)—It's been a good picture in words of a thousand words. In the political scale of values, one good slogan can sometimes be worth a thousand speeches.

A good one must have punch, hit at the emotions and be adaptable to just about any situation.

USE COMIC GAG Social Credit, however, has come up with a new wrinkle. It's an eight-page story in colored pictures of the career of party leader Robert S. Thompson. This year the words are "keep it step."

For this campaign the four parties have thought deeply and come up with slogans that can be just as effective.

Prime Minister Diefenbaker has presented as "the man for all Canada"—with emphasis on "all."

"Take a stand for tomorrow," the Liberals reply. It's a phrase that can be easily expanded by adding such words as "the man for all Canada" or "vote the Pearson team."

With the New Democratic Party, the slogan is "new leadership with Douglas" and "the man for all Canada"—with emphasis on "all."

Social Credit also offers a choice of slogans: "Social Credit means business" and "it can be done."

But slogans aren't the only eye-catchers being used. The exchange rate devaluation of the Canadian dollar has promoted a flood of "Diefendollars" which are being handed out on street corners and at political meetings.

One variety, originated in Western Canada, carries a caricature of Finance Minister Fleming and an end section marked "7% credit" with the words "this section not negotiable—please detach."

Since it carries the name of one of the opposition parties it can be used by any of them. Progressive Conservatives on the West coast have adapted a gimmick that was nightly ac-

cessful in the 1950 campaign. That year's version showed footprints with the words "Follow John" and its use spread from Vancouver across Canada. This year the words are "keep it step."

Even more memorable is the "No truck nor trade with the Yankees" coined by the Conservatives in 1911 to counter the Liberal party's proposals of trade reciprocity with the United States.

Slogans can be turned against the party that used them. After the "King or chaos" one in 1953, the Conservatives were saying "we got both." But it did them no good in 1960.

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DIAL 4-8246

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