

# N.S. And B.C. Outstrip Nat. Business Average

By JAMES NELSON

OTTAWA (CP)—Nova Scotia and British Columbia have outstripped the national average and even industrially - opulent Ontario in one important sector of business during the current boom.

As measured by the value of shipments of all manufacturing industries, Nova Scotia has gained 49 per cent and British Columbia 47 per cent since early 1961, when the country was in its last economic slump.

By comparison, Ontario's advance has been 44 per cent, Quebec's 32 per cent, and the national total 39 per cent.

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Embassy bugged

LONDON (Reuters)—Hidden microphones have been discovered in a British embassy building in Warsaw, a foreign office spokesman said Wednesday. He commented on a report which said the microphones were found in the new official residence of Sir George Clutton, British ambassador in Warsaw. Foreign Secretary Michael Stewart is expected to stay there when he makes an official visit to Poland Sept. 17 to 21.

**MAKE BIG GAIN**

In the same four-year period, shipments of all manufacturing industries in Nova Scotia have made virtually a three-to-two gain to \$215,058,000 from \$144,485,000, and British Columbia advanced by almost the same margin to \$1,163,052,000 from \$790,255,000.

The smallest gains have been made by Saskatchewan, up 10.5 per cent to \$159,958,000 from \$144,700,000, even though not widely regarded as a manufacturing province, and New Brunswick, up 11.7 per cent to \$174,461,000 from \$155,137,000.

Ontario manufacturing industries account for about half the national total in shipments. They rose between 1961 and 1965 to a five-months total of \$6,904,865,000, up 44 per cent from \$4,798,265,000.

Quebec, next to Ontario and the leading manufacturing province, had shipments valued at \$3,741,658,000 in the first five months of this year, up 32 per cent from \$2,829,147,000 in the comparable period of 1961.

**SHOW OTHER GAINS**

Statistics for 1965 in the other provinces with change from 1961 in brackets are: Newfoundland, \$62,161,000 (up 30 per cent from \$47,699,000); Manitoba, \$388,353,000 (up 33 per cent from \$289,048,000); Alberta, \$475,714,000 (up 27 per cent from \$375,685,000).

Statistics are not listed for Prince Edward Island, but are

**The Paint Makers Co.**

All Kinds of Paint  
NASH ALUMINUM  
Doors, Windows, Awnings  
D. A. MacCANNELL  
140 Great George St.

**SOMETHING To Think About . . .**

If your furnace is over 10 years old, you may be money ahead to give it a good, close look!

**HERE'S WHY:**

The usual "life expectancy" of ordinary furnaces is about 10 years.

**BUT EVEN MORE IMPORTANT**

There have been so many wonderful improvements in the last 10 years you have a right to be discontented if you don't have a modern LENOX heating system! If you do not have a LENOX heating system call us TODAY.

**Palmer Electric**  
Dial 894-8543 - Ch'town

**GET COMPENSATION**

SYDNEY, N.S.W. (Reuters)—Israel is paying a small group of non-Jewish Germans in Australia about £6,000,000 Australian (about \$14,520,000) in wartime compensation, it was learned Tuesday. The money is being received by the Templars, a religious sect that broke from the Lutheran Church in Germany more than 100 years ago.

**BEDEQUE**

The Bedeque Men's Club met in the church hall on August 25, with the president, Charles MacFarlane in the chair. Special guests were members of the Tryon Mens Club.

The supper for the occasion was provided by the Unit 3, of the U.C.W. Grace was said by Rev. A.H. O'Brien of Tryon United Church. The hymn-sing was conducted by Fred Platts, with Mrs. Walter Craig at the piano. The Brooklyn Trio sang several sacred selections. The members of the trio were Donald Munroe, Mack Munroe and Willard Bruce. The trio were introduced by W.J. Reid. They were thanked by J.H. MacFarlane, on behalf of the gathering. The devotion period was conducted by Ralph Callbeck. The guest speaker was Denis

**BLACKETT HEIRS**

If you are related to or know the family of Wallace Blackett, born January 15, 1872, in Prince Edward Island, son of William Blackett and Catherine Campbell, please write to:

ALAN K. SCALES  
MARTIN & SCALES  
129 Kent Street  
Charlottetown, Prince Edward Island, Canada

**INTERRUPTION NOTICE**

There will be an interruption of electric power in the Bunbury - Southport area on Sunday, September 5th, weather permitting between the hours of 1:00 P.M. and 4:00 P.M.

This interruption is necessary to relocate power line poles as required by road construction work on the Trans Canada Highway approach to the Hillsborough Bridge.

The areas affected will be from Bunbury to Mermaid and Mount Herbert, and Southport to Keppoch and Crossroads Corner areas.

**MARITIME ELECTRIC Company Limited**

## MONTAGUE

Lorne Higginbotham, Lower Montague, is receiving treatment in the Kings County Memorial Hospital.

Mr. and Mrs. Albert Ellsworth and daughter, Corine, of Lower Montague, left recently to attend the wedding of Mr. Ellsworth's nephew at Amherst, N.S.

Mr. and Mrs. Charles Tuplin of Boston Mass., are vacationing at Lower Montague, guests of Mr. Tuplin's parents, Mr. and Mrs. Joe Tuplin.

Glen Tatterie, Mr. and Mrs. James Tatterie and three children of Bradford, Ont., have arrived to spend their holidays with their parents, Mr. and Mrs. Delbert Tatterie, Heatherdale.

Mr. and Mrs. Martin MacInnis of Watertown, Mass., and Mr. and Mrs. John MacInnis and family of Millis, Mass., returned to their homes last week after spending their holidays at their summer cottage at Commercial Cross.

Mr. and Mrs. James Deane returned to Woburn, Mass., after a three-week holiday spent at their cottage at Whim Road.

Recent guests at the home of Clara Fraser, Kilmuir, were her nieces, Lois Herman, Edmonton, Alberta, and Shirley Fraser of Calgary, Alta.

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N.B., a guest of his cousin, Mr. and Mrs. William Nicholson and family.

Mrs. Ernest E. Poole, Edmonton, Alta., arrived on the Island recently and is visiting with relatives and friends at Montague and Lower Montague. While here she is a guest of Mr. and Mrs. Jack Annear. Mrs. Poole also plans to visit at Sydney, N.S., with her sister, Mrs. John O'Brien.

Clara Fraser, Kilmuir, returned home this week from a holiday in Toronto, Ont., where she was a guest of her nephew, Dr. Vernon Fraser and Mrs. Fraser. Mrs. Edna Graham, RN, of Commercial Cross left recently to visit with friends and relatives in the Boston area. She will also spend some time at Millinocket, Maine, guest of Florence and Edith MacBeth.

**KNIGHTS OF COLUMBUS COUNCIL**

**CORN BOIL**

MEMBERS and GUESTS

Time 9.30 Friday

Richmond Street

**FOR SALE**

One 8 ft. Self-Propelled MASSEY-FERGUSON COMBINE Slightly Used

Selling For Only . . . . . **\$3200**

**McGOWAN MOTORS**

Montague P. E. I.



**YES, ROSEMARIE, IT PLAYS MUSIC**

Rosemarie, 9, daughter of Samuel Patrick Kumi, Ghana's high commissioner in Canada, learns all about the harp from Pipe Major Allen Cameron of Springfield, Antigonish County, N.S. Rosemarie and her family were visiting the Canadian National Exhibition in Toronto where they met Pipe Major Cameron at the Nova Scotia exhibit. Cameron's regular job is piping a welcome to persons entering Nova Scotia from New Brunswick at Amherst, N.S. (CP Wirephoto)

# Advertising Stepped Up By Defence Department

By DAVE McINTOSH

OTTAWA (CP)—"If you do make the defence team," says the ad. "You get good pay, and a lot of other wonderful things that you won't get anywhere else."

The defence department's advertising agencies now are placing such ads, featuring the CF-5 fighter - bomber, in Canadian newspapers to attract more recruits to the armed forces.

The ads, which have arbitrarily altered the CF-5's name to "Super F-5," declare: "Membership in the aircrew team of Canada's new Global - mobile force is by invitation only—you've got to prove that you're good enough to make the first line—defence is too big a game for second stringers."

Although more money is being poured into recruiting, the results so far this year are not up to last year's, officials said Tuesday.

The advertising budget has been increased by \$45,000 to \$736,000 in the current fiscal year.

At the same time, the number of recruits signed on in the first seven months of the year has fallen to 4,932 from 5,243 in the corresponding period last year.

nel for the armed forces." Vice-Admiral Kenneth Dyer, chief of personnel at Canadian forces headquarters here, has taken to writing letters to the editor to help attract recruits.

In the current issue of The Legionary, monthly magazine of the Royal Canadian Legion, there is a letter from Admiral Dyer which says in part: "SAYS MISUNDERSTOOD

"Information which has stressed some aspects of integration without mentioning others has, unfortunately, produced misunderstandings in the minds of a large segment of the general public.

"These misunderstandings include disbelief in the need for continued recruiting and skepticism regarding the stability of a career in the services."

Admiral Dyer was referring to

Defence Minister Hellyer's reduction of 10,000 men in the strength of the armed forces. He appeals to legion members to tell people with whom they come in contact, "and particularly their own sons," about the "challenging and rewarding career provided by the new integrated Canadian armed force."

Admiral Dyer says the forces still need between 8,000 and 9,000 recruits each year.

Delorme—a geologist who is working this summer on P.E.I. Billie Callbeck voiced the thanks of the gathering to Mr. Delorme. The meeting closed with the Benediction by Rev. R.M. Cameron.

The Bedeque "Half Century" club met at the home of Mrs. Vernon Craig August 25. Mrs. Carrie Leard read the opening poem: "Child of the King". Minutes of the last meeting read and approved. Plans were made for a special meeting on Sept. 13th at the home of Mrs. Ernest Johnson, each member to contribute to the program. The opening poem to be given by Mrs. Vernon Craig. Lunch was served by the hostess.

Recent guests at the manse with Rev. and Mrs. Cameron were Mrs. James Hunt and son Jamie, and Ronald Hunt and two children, Sydney.

James Stavert, and son Stanley and wife, Charlottetown were recent visitors at the home of William Stavert and Albert Weeks.

**FIGURES DROP**

Recruiting was ahead of last year in the first three months but has since fallen off, especially in the RCAF.

Prof. James Eayrs of the University of Toronto, author of several books on Canadian defence and foreign policy, drew attention last week at the Banff conference on world development to the CF-5 ad and said:

"We are coming perilously close to acquiring weapons systems for . . . recruiting person-

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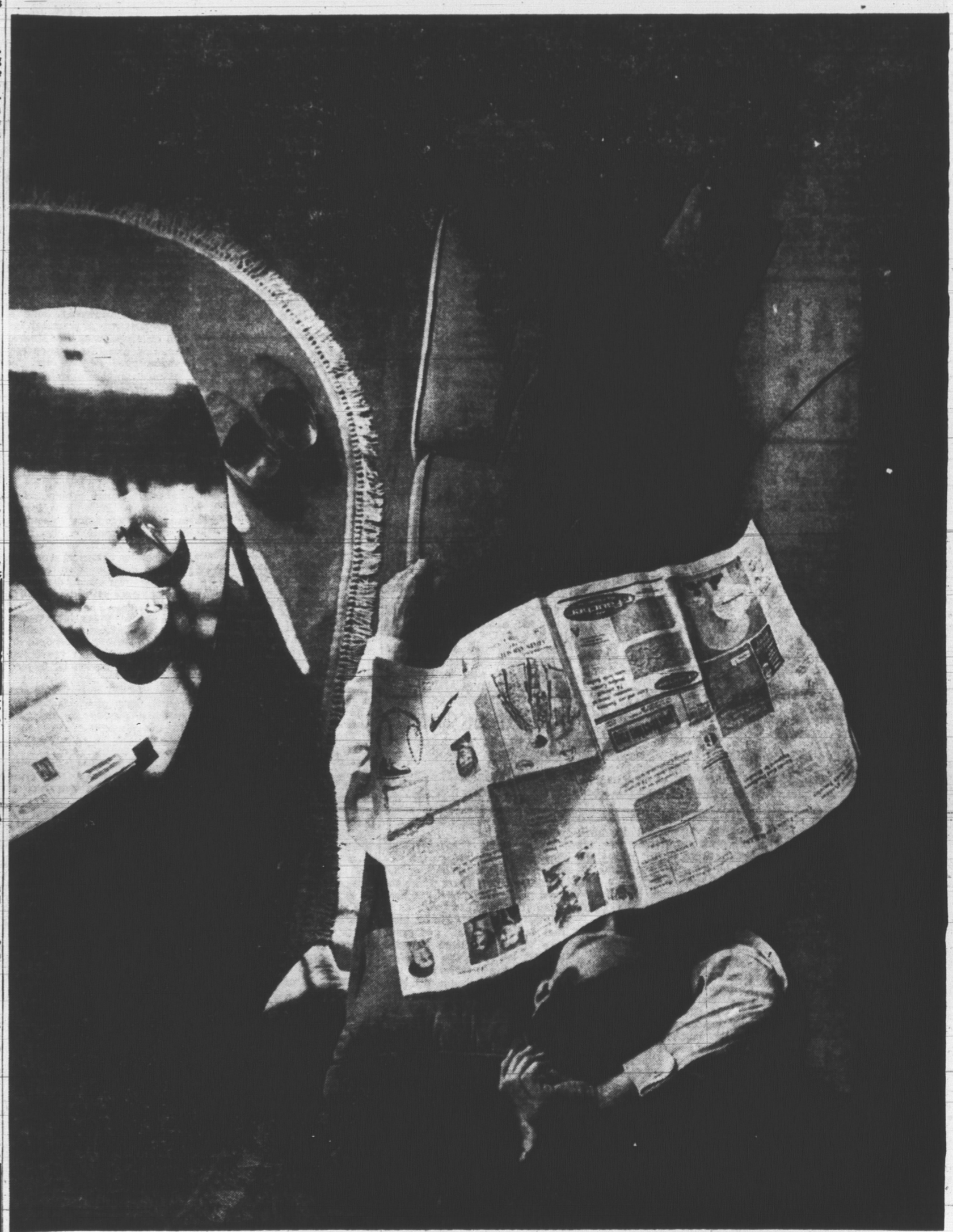
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**SERIOUSLY ILL**

Dr. Albert Schweitzer is reported seriously ill at his jungle hospital in Lambarene, Gabon. Doctors there say his condition is giving cause for alarm. This photo of the 90-year-old humanitarian was taken on a visit to equatorial Africa this year by Montreal portrait photographer Gabriel Desmarais, known professionally as Gabriel.



One thing about your daily newspaper . . .

**you can take your own sweet time reading it**

You can pick it up when you want to. Put it down. Go back to it in your own sweet time. No one ever stops you in the middle of a sentence to make you read an ad. You can take the ads or leave them alone. But you prefer to take them. We know that.

A survey of 42,000 homes from coast to coast revealed that 93% and 94% of the people in the middle and upper income groups respectively prefer daily newspaper advertising to other types of advertising.

Another survey validated by the Canadian Advertising Research Foundation showed why: they find newspaper advertising more reliable (41%), and less irritating (92%). In fact, they use their paper as a daily shopping guide (83%).

So you might be led to assume that newspaper advertising has a greater influence on Canadian buying habits than other advertising. You'd be bang right.

Most advertisers, of course, are well aware of the tremendous buying influence newspaper ads have. Which is why they continue to run ads. And why you continue to read them. Even though you take your own sweet time about it.

**The Guardian**

"Covers Prince Edward Island Like The Dew"