

SALE



THE BELLE'S ON HER TOES AT FINISH

The Belle of Louisville, foreground, comes from behind in the last minutes to upset the Delta Queen of Cincinnati, at left, as the two steamboats pass under the George Rogers Clark Memorial Bridge, at Louisville, Ky. The finish line in the second annual Kentucky Derby Week race on the Ohio River. The Belle was soundly beaten a year ago and the Delta Queen had been expected to keep the guided ankers, traditional trophy for steamboat race victors. (AP Wirephoto)

Victory In Car Rally Can Mean Sales Boost

MONTREAL (CP)—When a car manufacturer spends thousands of dollars on entries in a car rally, it is more than likely that he has weighed the costs against what a victory could mean in future sales.

This was the case in last week's 4,000-mile rally from Vancouver to Montreal, in which Volvo (Canada) Ltd. scored an unprecedented grand slam victory.

John Kay, of Dartmouth, N.S., director of marketing for Volvo (Canada), gave the progression of events after Canadian-built Volvo cars made the sweep of the rally's overall, women's, manufacturers' team and class championships.

The news was wired to the company's head office in Sweden where six translators immediately sent announcements to wire services and company offices in 27 countries.

Within 24 hours discussions were a ried on advertising campaigns based on the victory. Within a week advertisements were expected to appear in newspapers in many countries. Others would appear in magazines later.

MAJOR SWEEP
Authorities could not recall when a company had made such a major sweep of an international rally such as this one—the longest and becoming one of the toughest in the world.

Mr. Kay said the victory should affect Volvo sales in Canada and the rest of the world. It was impossible to say how much sales would increase but victories in other major rallies, such as "marooned" and isolated in solitary grandeur" had not changed the voting age from 18 to 19.

He said the government also considered a plan where by the voting age would be 19 except in the case of college students where the minimum age would be 18. This and a thought of having an age limit placed on college students were thrown out.

Mr. Smallwood said of Canada's other nine provinces Saskatchewan and Quebec had lowered the voting age to 18. British Columbia and Alberta had lowered it to 19. New Brunswick was as yet undecided and only the four Conservative provinces "marooned" and isolated in solitary grandeur" had not changed the voting age from 18 to 19.

He said the changing of the

expenses of eight drivers and co-drivers, himself and one other person who made up the rally team.

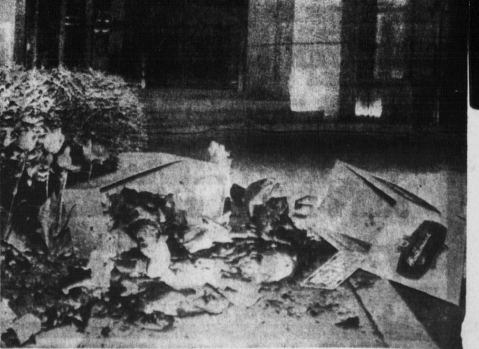
The company, a subsidiary of the famous Swedish company, had spent two months preparing four standard production cars for the rally and acquiring drivers for them, all amateurs.

About \$1,000 was spent on each car, including rallying equipment and minor modifications.

ambrose Peddie (P.C.—Grand Falls), said it was going to be upward having three voting ages—18 in federal elections, 19 in provincial elections and 21 in municipal elections.

MINK KILLS OFFICER
ADEN (Reuters)—One British officer was killed and two British officers and two Arab soldiers wounded by a land mine explosion Saturday about 70 miles north of Aden, it was announced here. The spokesman said the land mine exploded under a federal army patrol vehicle on the Dhakalo-Thumair road—a border area between the South African Federation and the Yemen republic.

The 1,026-foot Eiffel Tower is six inches higher in the summer than in winter because its all-steel structure expands in hot weather.



MUNICIPAL MESS

Four cartons of garbage, a five-day accumulation by an irate citizen, were tossed among the tulips outside Vancouver's city hall Wednesday. Civic outside workers, including garbage collectors, have struck for higher pay. Inside workers were ordered to clean up the mess. A total of 1500 garbage men, sewer men, street cleaners, electricians, park attendants and the like are on strike. (CP Wirephoto)

FRASER'S ISLAND	Potted MEAT 3	7 OZ. TINS FOR	\$1.00
MAPLE LEAF	PEAS 6	20 OZ. TINS FOR	\$1.00
AVON APPLE	JUICE 3	48 OZ. TINS FOR	\$1.00
ISLAND	HONEY 2	1 LB. TUB FOR	59c
EAST PAK CHICKEN	MACKEREL	15 OZ. TIN FOR	27c
HADDIE	MILK 5	TALL TINS FOR	79c
ISLAND SUMMER	AVONDALE ON THE BONE		
SAVORY 2	CHICKEN	15 OZ. TIN FOR	65c
COTTAGE	MAPLE LEAF		
BEEF	CHEESE SLICES	8 OZ. PKG.	31c
SEAMAN'S—PLUS DEPOSIT			
GINGER ALE 2			

FRASER'S ISLAND	CHICKEN 3	7 OZ. TINS FOR	\$1.00
MAPLE LEAF	LARD 5	1 LB. PKGS. FOR	\$1.00
GULF WAX	BEANS 6	20 OZ. TINS FOR	\$1.00
ISLAND	CHEESE	PER LB.	49c
EAST PAK CHICKEN	HADDIE	15 OZ. TIN FOR	33c
ISLAND SUMMER	SAVORY 2	PKGS. FOR	25c
COTTAGE	BEEF	15 OZ. TIN FOR	55c
SEAMAN'S—PLUS DEPOSIT	GINGER ALE 2	BTLs FOR	49c

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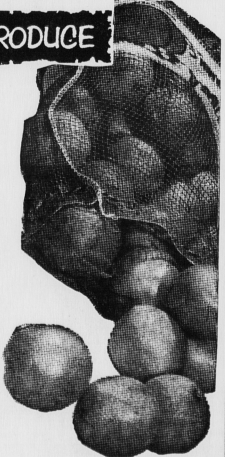
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