ON THE AIR

MONDAY PROGRAMS

CFCY-TV

:30 p.m.—Music-ale
:00 p.m.—Chez Helene
:15 p.m.—Nursery School
:30 p.m.—Sing Rring Around
:45 p.m.—Friendly Giant
:00 p.m.—Loretta Young Show
:30 p.m.—Take Thirty
:00 p.m.—Scarlett Hill
:30 p.m.—Star Showcase
:00 p.m.—Razzle Dazzle
:30 p.m.—This Living World
:00 p.m.—Wacko
:30 p.m.—Gazette
:00 p.m.—CFCY-TV News
:15 p.m.—Sports Weekly
:30 p.m.—Gene Autry
:30 p.m.—Don Messer
:00 p.m.—Danny Thomas
:30 p.m.—Garry Moore
:30 p.m.—Festival '63
:00 p.m.—CBC TV News
:13 a.m.—Local Weather
:14 a.m.—Viewpoint
:30 a.m.—Sign Off

CKCW-TV

:45 p.m.—Station Sign On
News, Weather, Sports
:00 p.m.—Monday Playbill
Masterson of Kansas
:30 p.m.—Sing Rring Around
:45 p.m.—Friendly Giant
:00 p.m.—At Home With
Helen Crocker
:30 p.m.—Take Thirty
:00 p.m.—Scarlett Hill
:30 p.m.—Romper Room
:01 p.m.—Razzle Dazzle
:30 p.m.—This Living World
:00 p.m.—Supper Club
:15 p.m.—Television News
:25 p.m.—Supper Club
:35 p.m.—Television Weather
:40 p.m.—Supper Club
:50 p.m.—Television Sports
:00 p.m.—Father Knows Best
:30 p.m.—77 Sunset Strip
:00 p.m.—Don Messer
:00 p.m.—Danny Thomas
:30 p.m.—Garry Moore
:30 p.m.—Festival
Ballet Espagnol"
:00 p.m.—CBC News
:14 a.m.—Viewpoint
:20 a.m.—CKCW TV News
:25 a.m.—Sign Off

TV. CALLS
NITE or DAY
Day 4-3537 Nite 4-6503—4-7462
VAIL'S RADIO & TV.
294 Kent St. Ch'town

CFCY

.. MONDAY

:28—Sign On
:30—News & Weather
:35—Country & Western Roundup
:35—Country & Western Roundup
:55—News and Weather
:00—Hebrew Christian Hour
:15—Country & Western Roundup
:30—News and Weather
:35—Farm Report
:41—Country & Western Roundup
:00—News
:11—Weather
:16—Country & Western Roundup
:45—Weather
:55—Atlantic News
:57—Thought For Today
:00—CBC News & Voice Reports
:10—CBC Preview Commentary
:15—Notes and Music
:00—News and Weather
:05—Notes & Music
:00—News A Weather
:05—Notes & Music
:45—Bulletin Board
:50—Notes and Music
:55—Atlantic News Roundup
:00—Weather
:05—Mostly Music
:30—News and Weather
:45—Mostly Music
:00—News Headlines & Weather
:02—Interlude
:10—Matinee With Willis
:15—Tommy Hunter—CBC
:45—Mostly Music
:00—News and Weather
:05—The Chuckwagon
:15—Hits and Encores
:30—News Headlines & Weather
:03—Trans-Canada Matinee CBC
:30—Hits and Encores
:00—News Headlines & Weather
:03—Canadian Roundup—CBC
:10—Hits and Encores
:30—The Outports
:00—News and Weather
:05—The Outports
:25—Marine Weather
:28—The Outports
:00—News and Weather
:15—On Parliament Hill—CBC
:20—Sports Parade
:30—Tonights Music
:00—Back to the Bible
:30—News and Weather
:45—Byline
:50—Program Schedule
:51—Tonight's Music
:00—Broadway Holiday CBC
:00—National News—CBC
:30—University of the Air—CBC
:00—News and Regional Weather
:05—Starlight Serenade

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Tourist Industry Studies U.S. Tourists And Habits

By DENNIS ORCHARD

VANCOUVER (CP)—Composite picture of an American tourist visiting Canada:

He is 36 or older. He is travelling with his wife, but—chances are—the children have stayed home. He's probably a professional man, earning between $7,500 and $12,000 a year. He will spend about $40 a day while he's here.

He might be coming to camp, fish or spend time at a resort, but the odds are better that he is headed for a city. It is unlikely that he has been here before, but it's almost certain he will be back.

Last, and just as important, he will probably be on his way home within two days.

This, at least, is the picture drawn in a survey by Regional Marketing Surveys Limited for British Columbia.

INTERVIEWED TOURISTS

Unique in Canada, it featured interviews during the 1962 tourist season at ports of entry and on ferries to Vancouver and Vancouver Island. This year, the tentative plan is to extend the survey to visitors from elsewhere in Canada.

But the province is not yet finished examining this composite American.

His affluence encourages the tourist industry. And the Canadian Tourist Association, for one has concluded that he can be persuaded to stay longer and spend more.

One step is Project Hospitality, designed to persuade the tourist industry to persuade the services industry to improve its approach to tourists.

CTA wants 100 "hospitality schools" held in communities across Canada this spring. Students will be people who meet the public—waitresses, cashiers and clerks; bell boys, cab drivers and cops.

The subjects will be twofold: What the community has to offer in terms of entertainment, scenery, shopping, history and recreation; How to help tourists with this information and how to put it across convincingly.

Hospitality schools are a new concept, but not so new that they haven't already been held in Yarmouth, N.S., Moncton, N.B., Niagara Falls, Ont., and Calgary.

CTA Executive Director Lawrence Ecroyd says their most effective teaching devices are films, tours of the local area, and effective speakers to get the students off their hands.

CTA has been plugging the schools and telling how to set them up through a series of conferences with provincial tourist associations. Since January the CTA caravan has hit Moncton, Ottawa, Peterborough, London, Ont., and Calgary. Last week it spent three days here with the B.C. Tourist Association.

COULD MEAN $40 MILLION

One of the lessons B.C. delegates took home was that if every tourist last year had been persuaded to stay one more day in B.C. it would have meant an additional $40,000,000 for the province.

They also heard some "don'ts" about tourist promotion: Don't remind them of home by flying the stars and stripes; Don't take the adventure out of their trip with a "welcome tourists" sign in your window.

And above all, said manager Roy Corbett of the B.C. Hotels Association, don't risk a repetition of his experience on a visit to a community in the B.C. interior.

"What's doing here these days?" Mr. Corbett recalls asking a hotel clerk.

"Buddy," the clerk said, leaning confidentially across the desk, "nothing ever happens in this town."

Canadian Business Faced By Three Major Problems

By REFORD MacDOUGALL

MONTREAL (CP) — Communists computers and competition on the international level are three problems facing Canadian businessmen, says William I. Turner, Jr.

Mr. Turner, an executive of Power Corporation of Canada, made the statement here while participating with a group of Montreal businessmen and educationists in a panel discussion at the Advertising and Sales Executives Club of Montreal.

The panel was asked to discuss "Problems business must solve in the next decade or else!"

"In Canada and the West we are faced with the fact our economic system—a blend of partial governmental control and private enterprise—is on trial," said Mr. Turner.

"Of particular concern is our ability to raise the minimum standard of living and lower unemployment."

"The answer here is political, but the solution will not be found without the active participation of today's management."

Another problem, Mr. Turner said, is the growth and sophistication of data processing.

He said the growth and variety of computers now enables management to run increasingly complex organizations with fewer people making major decisions.

Computers also were solving some of management's smaller problems so that executives could concentrate on the big ones.

"But the ability to amass information has out stripped management's ability to use it effectively," Mr. Turner said.

"Tomorrow's managers will of necessity have to be schooled in computer techniques."

Discussing the problem of increasing Canada's role in international trade, the Harvard-educated executive said:

"Canadian raw materials in labor - intensive industries are often not as saleable in world markets as we might wish because of our existing labor rates and standard of living."

Because almost all countries have access to the latest technology, Mr. Turner said, labor costs are often crucial in deciding between alternate sources of raw material.

"The paradox here is that to support our standard of living, Canada needs to export products which involve a lot of labor.

"It is management's responsibility to open these markets in order to expand production, and thereby to help lower costs and raise the standard of living."

CONTRACT BRIDGE

By B. JAY BECKER

South dealer.
North-South vulnerable.

NORTH
Mr. Culbertson
♠ Q J 10 9 5 3
♥ 8
♦ A 2
♣ Q 9 4 3

WEST
Jacoby
♠ K 6
♥ J 10 6 5 4 3
♦ J 10
♣ 8 5 2

EAST
Lenz
♠ A 8 2
♥ 9 8 2
♦ 8 6 4
♣ J 10 7 6

SOUTH
Mrs. Culbertson
♠ 7 4
♥ A K Q 7
♦ K Q 9 7 5 3
♣ K

The bidding:

South	West	North	East
1 ♦	2 ♥	3 ♠	Pass
3 NT	Pass	4 ♣	Pass
4 ♦	Pass	4 ♥	Pass
4 NT	Pass	5 ♠	Pass
5 NT	Pass	6 ♦	Pass

This hand occured during the famous Lenz-Culbertson match in 1931.

Mrs. Culbertson was South and opened the bidding with a diamond. Oswald Jacoby was West and made a weak jump overcall of two hearts. Ely Culbertson (North) bid three spades, and Sidney Lenz (East) passed.

Mrs. Culbertson now bid three notrump. This might have been regarded as the right bid in those days, but surely, by modern standards, the better rebid at this point would be four diamonds. Hands divided 6-4-2-1 are hardly the notrump type, and to this extent the three notrump bid was misleading, but beyond that there was also the misrepresentation of high-card strength with a hand containng potental slam possibilities opposite a jump-shift.

Culbertson bid four clubs and now Mrs. Culbertson rebid her diamonds. Eventually, following a cuebid in hearts, Mrs. Culbertson became declarer at six diamonds. It was an unsound contract, of course, but nevertheless, it had some chance of success, depending upon the opening lead.

Jacoby had no clear-cut lead. The Culbertsons had bid all four suits and it was by no means obvious where it would be best to attack. It seemed to him there was a good chance that Culbertson had the A-Q of spades for the three spades bid, and that an eventual finesse would trap his king.

So Jacoby decided to put Mrs. Culbertson under immediate pressure by leading a spade in the hope of forestalling the finesse. Jacoby thought Mrs. Culbertson might read the lead as a singleton and go up with the ace.

The plan succeeded beyond his wildest dreams. Lenz took the six of spades with the ace and returned a spade, thus defeating the contract a trick.

If Jacoby had led any other suit, Mrs. Culbertson would have made all thirteen tricks!

11.30—News and Maritime Weather
11.35—Starlight Serenade
12.00—News, Regional Weather & Sports Scores
12.05—Sign Off

CBA

MONDAY

6.00—The Gerry Fogarty Show,
8.00—CBC News & Inland Weather
8.15—Maritime Sportscast
8.21—The Gerry Fogarty Show
8.24—The Bob Goulet Show
8.30—The Gerry Fogarty Show
8.35—The Max Ferguson Show
9.00—CBC News and Direct Reports
9.10—Preview Commentary
9.16—A.M. Chronicle
10.10—Count Your Blessings
10.15—Playroom
10.30—Court Of Opinion
11.00—CBC News
11.05—Joan Marshall
11.15—For Consumers
11.20—Record Album
11.30—The Archers
11.45—Record Album
11.55—Matinee With Willis
12.00—Jamboree Junction
12.15—Chuckwagon
12.25—Jamboree Junction
12.30—Maritime Farm B'Cast
1.00—CBC News & Inland Weather
1.15—The Tommy Hunter Show
1.45—Time Out For Melody
1.59—Dominion Observatory Time Signal
2.00—Time Out For Melody
2.15—Time Out for Melody
2.45—John Drainie Tells A Story
3.00—CBC News
3.03—T.C. Matinee
3.30—T.C. Matine
4.00—CBC News
4.03—Canadian Roundup
4.10—Johnny's Spot
4.30—Countdown
5.00—Maritime Fish B'Cast
5.20—Tempo, CBC Notebook
6.00—CBC News & Weather
6.15—On Parliament Hill
6.20—Regional Commentary
6.25—Maritime Sportcast
6.30—Music in the Evening
6.45—Music In the Evening
7.15—Byline
7.20—Marine Weather & Musical Interlude
7.30—Assignment
8.00—Radio Interv s!
8.30—Songs Of M. ple
9.00—Summer Fallo
9.30—Distinguished Artists
10.00—CBC Nat. News Roundup & Speaking Personally
10.30—University of the Air
11.00—Theatre Of The Air
11.30—Concert Album
12.00—Sports Scores & Marine Weather
12.09—Inland Weather

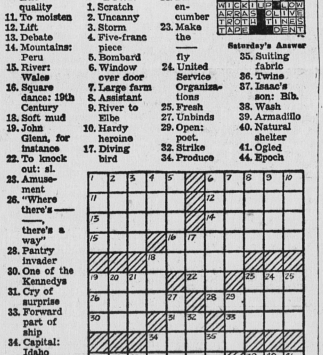
RIPLEY'S BELIEVE IT OR NOT

DAILY CROSSWORD

ACROSS
1. Goddess of agriculture: Rom. Myth.
6. Characteristic quality
11. To moisten
12. Lift
13. Debate
14. Mountains: Peru
15. River: Wales
16. Square dance: 19th Century
18. Soft mud
19. John Glenn, for instance
22. To knock out: sl.
23. Amusement
26. "Where there's ——, there's a way"
28. Pantry invader
30. One of the Kennedys
31. Cry of surprise
33. Forward part of ship
34. Capital: Idaho
36. Actress Holm
39. First-rate
42. River: Kan.
43. Compensate
45. Poe's bird
46. Serious
47. Songs for two
48. Having ears

DOWN
1. Scratch
2. Uncanny
3. Storm
4. Five-franc piece
5. Bombard
6. Window over door
7. Large farm
8. Assistant
9. River to Elbe
10. Hardy heroine
17. Diving bird
18. The sun
19. Headgear
20. Female sheep
21. Diencumber
23. Make the fly
24. United Service Organizations
25. Fresh
27. Unbinds
29. Open: poet.
32. Strike
34. Produce
35. Suiting fabric
36. Twine
37. Isaac's son: Bib.
38. Wash
39. Armadillo
40. Natural shelter
41. Ogled
44. Epoch

Saturday's Answer



DAILY CRYPTOQUOTE — Here's how to work it:

A X Y D L B A A X H is L O N G F E L O W

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

A Cryptogram Quotation

IBQSIT JULUWGPUL DJSAU LB WMFO NL ASLFBMJNTU-WUIQ—NWSUP

Saturday's Cryptoquote: HE IS A WELL-MADE MAN WHO HAS A GOOD DETERMINATION.—EMERSON

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