



WINTER SCENE SHOT IN SPRING

It's a pretty scene but no one can blame Montreals for feeling a bit discouraged when they looked out their windows a few days ago and saw that almost three inches of snow had fallen overnight. (CP Wirephoto)

Dominant Role Of Customer Emphasized By Advertisers

By FORBES RHUDE
Canadian Press Business Editor
TORONTO (CP) — The customer is king, and you must tell him the truth.
This appeared to be the theme of speakers at Monday's opening sessions of the annual meeting of the Association of Canadian Advertisers, representing companies that spend many millions of dollars to attract the customer's favor.
R. Edward Liptrott, vice-president, Salada Foods Ltd., said:
"We can make the costly mistake of looking inward at ourselves, our plants and processes rather than looking out at the customer and the market place. Keeping the customer in mind is the only road to real and continuing corporate success."
K. H. J. Clarke, manager of Canadian sales and market development, International Nickel Company of Canada Ltd., said:
"When an advertiser attempts to claim some advantage or some virtue for his product that is either fictitious or not unique, it is then that customer disbelief or real resistance sets in. That kind of advertising can be harmful not only to advertising as such but to our whole economy of which advertising has become an integral part."
REACH HIGH LEVEL
Dr. W. E. Cruickshank, vice-president and general manager, Toronto area, Bell Telephone Company of Canada, said advertising has helped drive this continent forward to the highest levels of living ever known to man—and not only material comforts.
"But it has not been an un-mixed blessing. The constant use of popularity themes: That boys and girls won't mate without the use of certain products; or themes that emphasize sex appeal; or the countless suggestions that all homes must compete with medical laboratories for cleanliness—such themes, in my opinion, are a contributing factor to the growth of anxieties in society today."
Karl E. Scott, president of Ford Motor Company of Canada, presented a four-point code for both industry and advertising. He said industry must emphasize utility and quality; advertising must be informational rather than exhibitionist; management must not expect advertising to attribute to a product something it does not contain; and advertising people should be more aggressive in telling management what it should do in its advertising.
One of the greatest challenges he added is to keep pace with increasing customer sophistication.
Mr. Liptrott emphasized the importance of knowing what business one really is in.
He quoted another advertising authority as saying that if railroads had regarded themselves as in the transportation business, rather than just in the business of running railroads, they now would control and operate the competing transportation systems that have invaded their field.

ST. LOUIS

Mr. and Mrs. John Chohan and daughter Kathy of Charlottetown, spent the Easter holidays at the home of Mrs. Chohan's parents, Mr. and Mrs. Eddie Bernard. Another daughter, Gerarda, employed in Charlottetown, also spent Easter at her home.
Mrs. Joseph A. Doucette has returned to St. Louis improved in health after being a patient in the Hotel Dieu Hospital in Moncton, N.B.
Miss Myra Gaudet, nurse-in-training in the City Hospital, spent the weekend at her home in St. Louis. Her sister, Irene, on the teaching staff of Morell High, also spent Easter at her parents' home, Mr. and Mrs. Howard Gaudet in St. Louis.
Miss Doris LeClair has returned to Charlottetown after spending a few days in St. Louis at the home of her sister and brother-in-law, Mr. and Mrs. Joseph P. Gaudet.
Miss Ida Doucette employed in Halifax, N.S., spent Easter with her parents, Mr. and Mrs. Alvin Doucette and family in DeBelois.
Mrs. Jerry Bernard was hostess to the ladies of St. Ann's club recently. Ten members were present. Mrs. Camille Perry invited the members to her home for next meeting.
Sydney McCabe of Truro, N.S., is the new CNR agent in St. Louis. He is relieving James McMahon who is now agent in Georgetown.
Mrs. Joseph J. Bernard and Mrs. Arnold Aylward, teachers of St. Edward school, and Miss Carmen Carragher, teacher of St. Louis school, attended the teachers' federation in Charlottetown.
Miss Marjorie Myers left recently for Halifax, N.S., where she plans to remain for some time.

ROLLO BAY

Miss Linda MacCormack, Rollo Bay, was the lucky winner of a very beautiful quilt lotteried recently by the ladies of New Zealand W. I.
Miss Annie Steele who has been a patient in the Charlottetown hospital has returned and is convalescing at the home of Mr. and Mrs. George Christian.
Mr. and Mrs. Al Arsenault and family, Massachusetts, are visiting Mrs. Arsenault's relatives at Bear River.
LAC and Mrs. Romeo Gallant, Clinton, Ontario, are visiting their relatives in this area.
Miss Mary Chaisson, Bear River, has successfully completed a course in Nursing at the Charlottetown hospital.
Jimmy MacDonald, Bear River, is a patient at the Souris hospital.
Mrs. Mary Gallant, Souris, is spending the Easter holidays with Mr. and Mrs. Joseph Chaisson, Bear River.
Mr. and Mrs. Billy McInnis, St. Peters, were visitors to Rollo Bay.
Miss Alice A. Chaisson, employed at Howe Bay spent Easter at her home in Rollo Bay.
Gerald Chaisson, student at P.W.C. spent his Easter holidays at his home here.
Mr. and Mrs. Cliff Peters and daughter Peggy have recently returned from a business trip to the U.S.A.
Mr. and Mrs. Bruce McInnis, and daughter of Charlottetown were recent visitors to Rollo Bay and Souris.

WHITE PUMPS



- Hi Heels
- Illusion Heels
- Jet Heels
- AAA - AA - B Widths

LePAGES

The Home of Good Shoes Since 1920

KINGBORO

Percy Beaton, East Point is continuing his treatment in the Souris Hospital where he has been a patient for many weeks.
Washington Young who has spent the winter months in Charlottetown, visited for a few days with relatives at Red Point.
Harry Stewart has arrived from New Brunswick to spend some time with his son-in-law and daughter, Mr. and Mrs. George Bruce, Kingsboro.
Mrs. Rebecca Robertson, Munn's Road, was removed by ambulance to the Souris Hospital where she is undergoing treatment.
Mrs. Alvin MacDonald, South Lake, has returned by plane from Gouze Bay, Labrador, where she visited for a few days with her husband who is employed there.
Mr. Charles Ching, has returned to his home in Red Point after a trip to Ontario where he visited places of interest to those engaged in the farming industry.
Allison Stewart, Marshfield, was a recent business visitor to Kingsboro.
Mr. and Mrs. Daniel MacDonald, South Lake, have returned by plane from Halifax, N.S., where they had spent a few days visiting with friends.
Frank Rose, Mt. Stewart, accompanied by his son-in-law, Mr. Albert Morrison, Carleton Place, visited recently with guests of the former's sister, Mrs. J. E. Dingwell, North Lake.
Mrs. William Robertson and son Harland have returned to their home in Kingsboro after spending the winter in Toronto, Ontario.
Mrs. Annie McInnis, Lakeville, has been spending some time with her son-in-law and daughter, Mr. and Mrs. John Hogan, Parkdale.
Miss Marilyn Dixon, student nurse at the P. E. I. hospital, Charlottetown, visited recently with her parents, Mr. and Mrs. Ray Dixon, Bonaventure.
A number of persons from this area attended the recent funeral of the late Earl Johnston, which was held from the Bay Fortune United Church. Mr. Johnston had been a prominent figure for many years at North Lake Harbour where he carried on a lobster marketing business.
Rev. A. G. J. Steeves and Mrs. Steeves, Montague, were recent visitors to Kingsboro where they were guests of Rev. and Mrs. Frank W. Mollins.
Miss Irene Ann Mossey, Bothwell, spent a portion of her annual vacation in Moncton, N.B., the guest of her uncle and aunt, Mr. and Mrs. Joseph MacDonald.
Robert Yates, Sr., has been ill for the past week at his home in Kingsboro.
Mr. and Mrs. Spencer Llewellyn, Charlottetown spent a recent weekend with the latter's parents, Mr. and Mrs. Major Young, Red Point.
Mr. and Mrs. Lloyd Darrach and family, St. Peter's Bay were recent visitors to South Lake, guests of Mr. and Mrs. Norma Bruce and Mr. and Mrs. Kermit Bruce.

ESCAPE INJURY
NEW YORK (AP) — Twenty-three passengers and a crew of four escaped injury Friday when the nosewheel of a four-engine Northeast Airlines plane broke off in an emergency landing at La Guardia field. The plane had taken off from La Guardia for Washington, D.C., but two minutes later the pilot, Capt. Andrew J. Demers, reported a fire warning involving his No. 3 engine. He requested permission to return to the field and received immediate landing clearance.

Miracle Cushion Holds False Teeth Tight — Eases Sore Gums

Buy 6 brand Denture Cushions, a soft, cushioned new plastic material, easy to use, gives perfect comfort. Eat, laugh, talk — always "easy" — Applied in minutes — last from 1 to 6 months. Gray soft and pliable. Harmonize in dentures. Push right out when replacement is needed. No daily labor with adhesive. 2 hours for upper or lower plates \$1.95. Money-back guarantee. Our Best Brand Denture Cushions. Buy all 6 together.

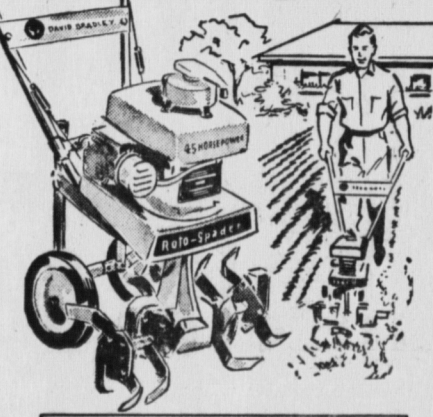
SIMPSONS-SEARS Garden shop CARNIVAL

Your 'ONE-STOP' Gardening Headquarters



ROSE BUSHES and FLOWERING SHRUBS

YOUR CHOICE 1.19
Enjoy beautiful color all summer long—long stem beauties in Pink, White, Yellow and Cream. A hardy variety (grade 1) that will produce immediate results in your garden . . . inexpensively.



'CROSS COUNTRY' SEED SPREADER 6.99



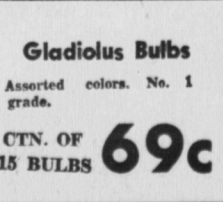
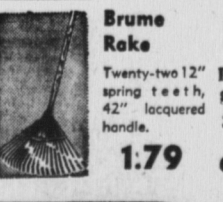
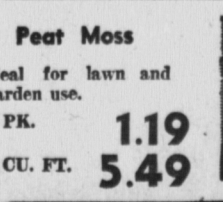



Now Save! \$15
4 1/2-HP Roto-Spader

Reg. 199.95
\$10 Monthly 184.95

Now is the time to buy and save! Easy to handle with self-starter, all controls on handle; 22-in. tines convert from "pick" to "sweep", cultivate to 9" depth. With wheels.

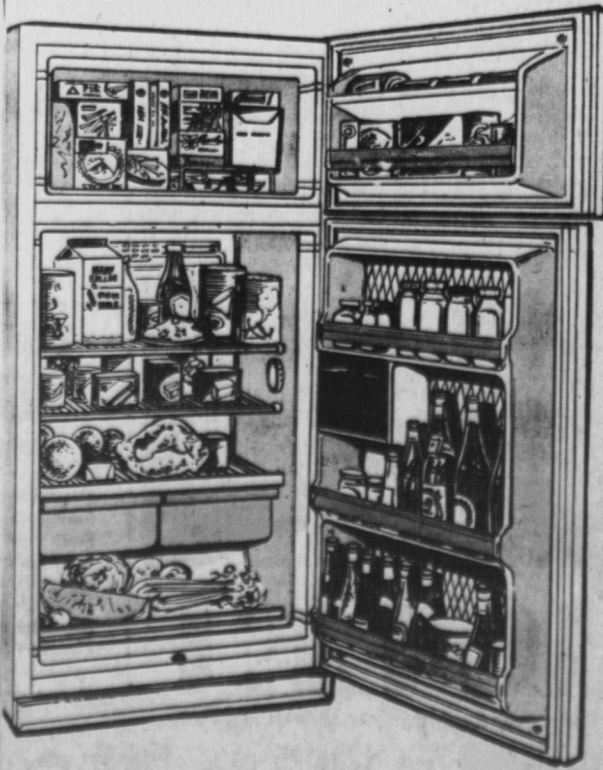
3-HP Roto-Spader is ideal for the home gardener. 22" tines. \$8 Month. **119.95**

'CROSS COUNTRY' LAWN FOQD (50 lbs.) 3.49

- | | | | | | | | |
|---|---|---|--|--|---|--|--|
|  Wheelbarrow
Rugged tubular steel tray, 10" wheel with rubber tire.
Reg. 9.98 8.88 |  Low Priced Hand Mower
Easy - pushing 14" mower with 5" diameter cutting reel.
13.98 |  Gladiolus Bulbs
Assorted colors. No. 1 grade.
CTN. OF 15 BULBS 69c |  Brume Rake
Twenty-two 12" spring teeth, 42" lacquered handle.
1.79 |  Peat Moss
Ideal for lawn and garden use.
3 PK. 1.19
6 CU. FT. 5.49 |  Hose Hanger
Holds 100-ft. of rubber or 150-ft. of plastic hose. Green finish.
69c |  Garden Rake
Teeth and head forged from one piece of steel. 5" handle.
1.66 |  Watering Can
Leakproof can with perforated removable sprinkler head. 2 gal. capacity.
1.79 |
|---|---|---|--|--|---|--|--|

Our Best Value Shield Guarantee You Save at Simpsons-Sears

KENMORE-COLDSPOT Appliances are Your Best Buy



COLDSPOT 13 cu. ft. REFRIGERATOR-FREEZER

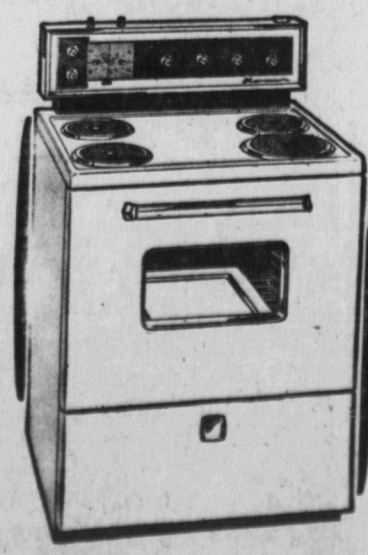
304.95

NO DOWN PAYMENT, \$16 MONTHLY

A 100-lb. true-zero freezer plus a fully automatic defrosting refrigerator in one compact unit! Family-sized capacity . . . like having a super-market in your own home! All the fine styling, the deluxe features, the dependable performance that have made COLDSPOT famous. Look it over, compare the price . . . do it now!

- Automatic defrost—you don't do a thing!
- Specialized storage for all foods
- 17.4 sq. ft. of shelving; dairy chest
- New acrylic exterior; porcelain interior

Other COLDSPOT Refrigerators from \$198.88



Budget-Priced KENMORE 30-inch Electric Range

No Down Payment
\$10 Monthly **179.95**

Outstanding value! Clock-controlled 24-in. wide oven with window and removable door cooks a meal while you're out shopping! 7-heat rotary switches for top burners. Giant 4 cu. ft. storage drawer.



Feature-Packed KENMORE Has Automatic Drain Pump

No Down Payment
Only \$8 Monthly **109.95**

- Automatic pump drains tub in under 2 minutes
- Levell safety wringer has chromed drainboards
- Large 10-lb. capacity; 4-vane plastic agitator
- Sealed gearcase guaranteed for 5 years

SIMPSONS-SEARS Guarantee . . . Satisfaction Or Money Refunded