

Get In On Canadian Boom British Expert Group Told

By JOSEPH MACSWEEN
LONDON (CP)—You've seen those nostalgic tourist advertisements from Britain—sleepy villages, Anne Hathaway's cottage, swans floating languidly on secluded ponds?

Well, they may be fine for tourists but they certainly do not give the Canadians the impression of a serious industrial nation.

That was the message Tuesday from Peter C. Allen, chairman of the British National Export Council's committee for City of Westminster Chamber of Commerce.

Let's get in on the Canadian boom," was the theme of Allen's speech. He calculated that the Canadian market of more than 19,000,000 population is equal to a British market of 30,000,000 since the Canadian standard of living is much higher than here.

Allen, who lived several years in Montreal, said he feels Britain is not projecting a sufficiently vigorous picture of itself in Canada and exporters should do something about it.

It was the job of British exporters to go to Canada, first to look, then to sell, using robust techniques to combat United States competition. He invited similar visits by Canadian businessmen.

MISSIONS COMING
Birmingham, Britain's second largest industrial city, will send

a government-assisted mission next October, Allen announced, urging Westminster, a London borough, to do the same. Glasgow also plans to send a team later.

Canadians, if anything, have a "predisposition" to buy British goods but "you have to sell the goods."

Anglo-Canadian trade is running at a ratio of about 2-to-1 against Britain and Allen's 11-member group was organized last year in an effort to ease the imbalance.

He told his audience, which included Canada's high commissioner, Lionel Chervier, that Britain is adopting in Canada

one technique long used by Canada here.

The British-Canadian Trade IN THE SUPREME COURT OF ONTARIO

BETWEEN:
EDWARD DENNIS carrying on business as Dennis Kitchens Registered, Plaintiff.

—and—
OTTAWA ROOF TRUSS MANUFACTURE AND SALES LIMITED, JOHN STURHAM, et al., Defendants.

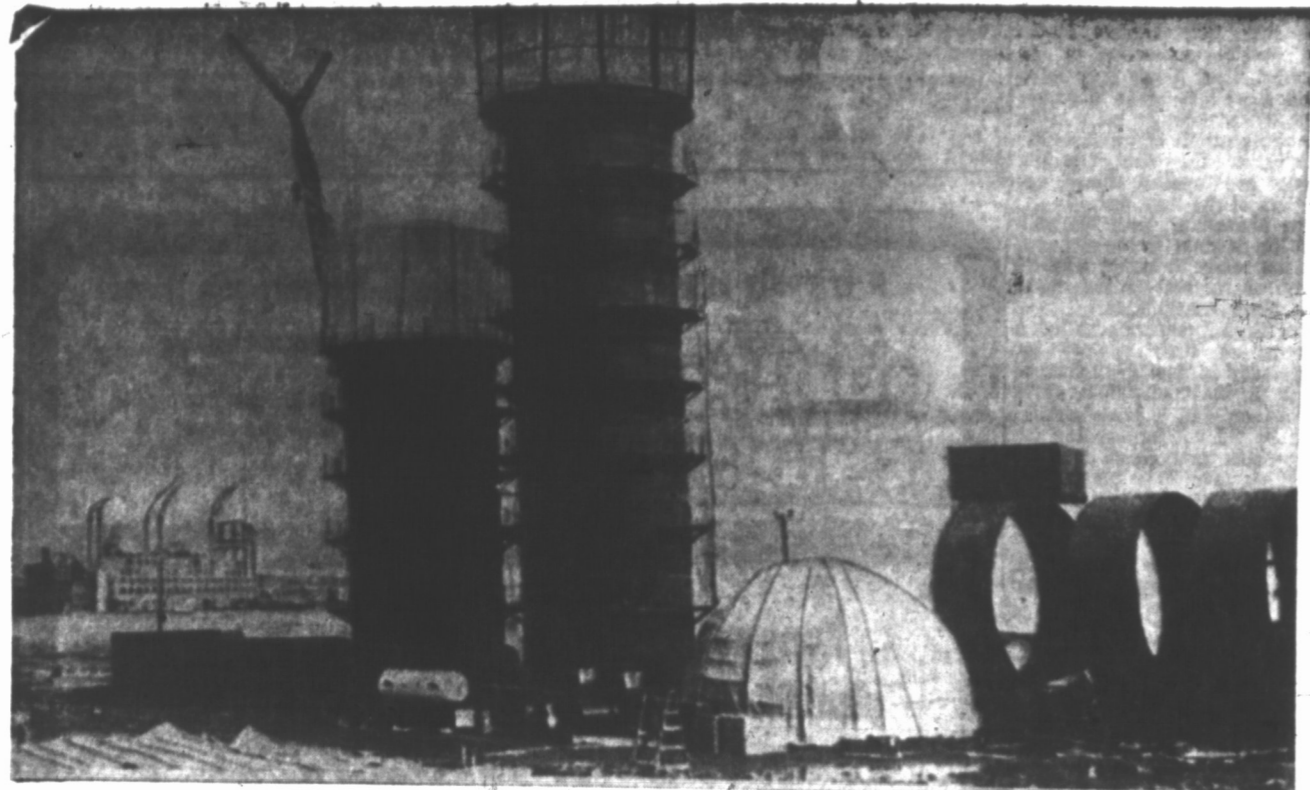
TO Ottawa Roof Truss Manufacture and Sales Limited

TAKE NOTICE that this action has been set down for Assessment of Damages at the sittings of this Honourable Court at Ottawa, Ontario commencing Monday, April 26th, 1965.

TO JOHN STURHAM, carrying on business as Crest Construction Company and Ottawa Truss Manufacture and Sales Company.

TAKE NOTICE that this action has been set down for trial at the sittings of this Honourable Court at Ottawa, Ontario commencing Monday, April 26th, 1965.

HEWITT, HEWITT & NESBITT
75 Albert Street
OTTAWA, Ontario
Solicitors for the Plaintiff.



HEAVY WATER PLANT AT GLACE BAY ON SCHEDULE

Construction of Canada's first heavy water plant at Glace Bay is proceeding on schedule. The \$30,000,000 project is scheduled to start production late in 1966.

Old Chimney To Come Down

The ancient chimney at the old pumping station on Malpeque Road will be torn down because of the danger of collapse. Sidney Green, chairman of the

Water Commission invited tenders for the demolishing job yesterday and the work is to be completed by the end of May.

The 70-foot high chimney was built back in 1888 when the pumping power needed came from the use of coal. A change-over was made to oil in 1936. The chimney has a 10-foot square

base and is really two chimneys with one inside the other. The outer one shows definite signs of weakening, especially on the southeast corner.

NOT SO SKINNY
A man six feet tall and of average build has about 100 square feet of skin

MARKS CENTENARY

LONDON (CP)—The centenary of Notre Dame de France Church, the only French language Roman Catholic church in

London, will be celebrated Thursday with a solemn high mass. The church is located just off Leicester Square in an area which once had a large French-speaking population.

A major influx of French into England occurred during the French Revolution.

HOOLEY'S ARE SPROUTING Spring Savings



Easter's LIGHTWEIGHT FELTS



Men's Hats, in light weight or medium weight felts, with the new stretch band for added comfort and coolness. Choose one now for Easter at Hooleys.

6.95 to \$13.95

DRESS UP IN... FINE SHIRTS



Men's white or striped dress shirts, expertly tailored in either taper trim or regular body. Tailored by Forsythe and many others. These come in assorted sleeve lengths, tab collar or regular. Soft or fused, single or double cuff.

Priced at

4.95 UP

4 ways to buy—Cash, Charge, Layaway or Budget

There are many bargains too numerous to mention on sale at Hooley's this week end, be sure to call and see them for yourself. Remember, it pays to buy good quality, and Hooley's are noted for this.



A smart Easter hat valued at \$8.95 FREE with every topcoat by Saville Row or Aquascutum purchased this weekend. Made by Canada's finest topcoat houses and priced from . . .

59.50 to 85.00

FREE — WHITE SHIRT AND TIE

Hooleys have combed the market, and found what we have finally selected as Canada's finest \$59.50 suit, with extra trousers included for \$79.50, and this weekend a FREE SHIRT and TIE to match absolutely FREE. Assorted shades and patterns, sizes 36 to 46. Others in sizes from 36 to 50, regular and tall models.



Just In Time For Spring SPORT COATS

Men's Sport Coats, finest assortment ever shown in our store, and one group priced for this weekend. Regularly to \$39.50. At only . . .

24.88

For those who want something Special we have a fine range of Better Sport Coats, sizes from 36 to 50. Regular and Tall models. From . . .

39.50 UP to \$49.50

Finest Quality Men's SUITS

Men's Suits, finest range in the City, including the famous Shiffer Hillman clothes and others, Canada's finest in hand made clothes, to suit the most discriminating tastes. Select your Easter outfit now, while the range is complete.

39.95 up to \$125.00

A REAL SAVING SUITS 47.88

Reg. \$59.00

- Pure Wool Worsteds — Assorted shades and patterns
- Expertly Tailored
- Newest Shades and Patterns
- Sizes 36 to 50 Reg. and Talls

New Spring TOPCOATS From 19.95

- Tailored to perfection
- Assorted styles and materials
- Sizes 36 to 50 Reg. and Tall



HOOLEY'S MEN'S WEAR

Gt. George St.

OPEN SATURDAY UNTIL 5 P.M.

Charlottetown