

GALLOP POLL

Public Image Of Parties Includes Some Surprises

CANADIAN INSTITUTE OF PUBLIC OPINION

Taking a leaf from the world of business, The Canadian Institute has completed an "image study" of the four major parties in Canada—and found some surprises, including the fact that the Liberal party is looked on as "old fashioned" to a slightly greater extent than the Conservative Party.

To assess the general impression of the four parties, Gallup Poll interviewers asked a cross-section of voters in all parts of Canada, this question: "Here is an interesting question about the federal political parties. I am going to read you a list of words or phrases. Will you tell me with which party you associate each one — just your impression."

On the first phrase "Pro-Farmer", the C.C.F. party won hands down:

Party	Percentage
Conservative	18%
Liberal	13
C.C.F.	25
Social Credit	7
None are pro-farmer	9
All are pro-farmer	6
No opinion	23
101%	

(Percentages add to more than 100 percent because some persons picked more than one party). Even sharper is the identifica-

tion of the C.C.F. as a pro-labor Party:

Party	Percentage
Conservative	9%
Liberal	15
C.C.F.	36
Social Credit	6
None are pro-Labor	8
All are pro-Labor	4
No opinion	23
101%	

When it comes to being pro-"big business", the Conservatives are named by more than one-third of the voters:

Party	Percentage
Conservative	36%
Liberal	24
C.C.F.	4
Social Credit	3
None are	5
All are	7
No opinion	27
106%	

The Conservative Party is also thought of as the "party for intellectuals" to a greater extent than others:

Party	Percentage
Conservative	22%
Liberal	18
C.C.F.	3
Social Credit	1
None are	13
All are	8
No opinion	36
101%	

Which party is considered "old fashioned?" That party names too much in the public mind, is indicated in the table below:

Party	Percentage
Conservative	25%
Liberal	27
C.C.F.	3
Social Credit	3
None are	15
All are	3
No opinion	27
103%	

New Look At Algeria Planned By Assembly

PARIS (Reuters)—The national assembly prepared Monday night for a new and perhaps explosive look at the Algerian war—graveyard of 115,000 Frenchmen and Arabs and of the old Fourth Republic.

Gaullist Premier Michel Debre opens debate today on the war—five years old next month—and on President Charles de Gaulle's Sept. 16 offer of self-determination for France's North African territory.

He is expected to review the de Gaulle plan, with his offer of a three-choice vote by Algerians after the war ends. De Gaulle said there would be a referendum in which the people could decide either complete secession from France, integration with this country or home rule in association with France.

Political observers were confident Monday night any assembly vote would give firm support to the de Gaulle plan.

The Gaullists are 219 strong in the assembly. Most of the 118 Conservatives and 56 Popular Republicans back the president's plan and the Socialists and radicals, the official opposition on other issues, are rated likely to stand with the government on this one.

But it didn't end the bloody struggle by Algeria's Arab nationalists to wrest their land away from France. Thus, in a bold bid last month, Gen. de Gaulle advanced his self-determination plan.

Debre spent the weekend preparing his policy statement on Algeria.

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PIUSVILLE

Miss Marie Gallant, Toronto, is spending some time with her parents, Mr. and Mrs. Toff Gallant, Piusville.

The president of Duvar district are pleased to have the electric power hook-up in their district and to have their electric appliances in operation.

Several residents from surrounding districts attended the Thanksgiving Turkey dinner held in Gosbee restaurant, O'Leary on Sunday.

Mr. Billie LeClair, student at St. Dunstan's University, Charlottetown is spending Thanksgiving week-end visiting relatives in Piusville.

Mr. Gerald and Archibald McArthur, Vancouver, B.C., are spending a month vacationing, with their parents, Mr. and Mrs. Eugene MacArthur, Dock Road.

The members of the Piusville Women's Institute held their meeting at the home of Mr. and Mrs. Jackle Gallant, with an attendance of 16 members, next meeting to be held at the home of Mr. and Mrs. John P. Gallant.

ELLERSLIE AND BIDEFORD

Mrs. Ralph Lord, St. Andrews, N.B. was a recent visitor of her mother and brother Mrs. Edna Morrison and Clifford.

Mrs. Ralph Hardy is a patient in Prince County Hospital.

Mrs. Claude Hayes was hostess to the Bideford United Ladies Air and Women's Missionary Society on Tuesday evening.

Congratulations are extended to Mr. and Mrs. Vernon Grant whose marriage took place recently.

Mr. and Mrs. Hodden Milligan and baby, and Mrs. Helen Milligan, Summerside were recent visitors of Mr. and Mrs. William Grant.

Mr. and Mrs. Albert Waugh and family, Wilmot, were Sunday visitors of her parents, Mr. and Mrs. Gordon Millar.

Mrs. Ineson Williams was hostess to the Anglican Ladies' Aid on Wednesday evening, Mrs. Findley invited the members to the Rectory for next meeting.

Mr. and Mrs. Althol MacNeve and family, Halifax, N.S., were Thanksgiving week-end guests of their parents, Mr. and Mrs. Ernest MacNeve and Mr. and Mrs. Moody Lockhart, Coleman.

Mr. Meivin Hutchinson and daughter, Susan, St. John, N.B., were week-end guests of his father, Mr. Willard Hutchinson and her parents, Mr. and Mrs. Harold Gillis they were also accompanied home by her mother, Mrs. Harold Gillis who has spent the

Dynamite Barge Is Still Aground

MONTREAL (CP)—Marine crews made several fruitless attempts Tuesday to free a dynamite-laden barge that ran aground in Lake St. Louis Monday after drifting aimlessly for two hours through a busy shipping lane of the St. Lawrence Seaway.

Meanwhile, another watchman replaced Stanley Moore, 50, aboard the barge. Moore was aboard during the barge's trip.

Marine Industries Limited arranged for a tractor to help when further refloating efforts are made today.

Some of the barge's 8,000 pounds of high explosives—it was not known just how much—were taken off Tuesday to lighten the barge. Most of it is still aboard, stacked in a waterproof vault adjoining the tiny cabin where Moore's replacement, Ormidas Beauchemin, 49, sits guard.

Moore, a father of four, was aboard the barge for 36 hours before he was relieved. He stood helplessly on the powerless vessel Monday while high winds and two-foot waves sent her scudding crazily through the navigation lane.

The winds, gusting to 45 miles an hour, tore the barge loose from a moor at a construction site near Beauharnois, 20 miles southwest of Montreal.

The barge, with Moore and 229 cases of dynamite, drifted aground in the shallows 100 yards off the shore of St. Bernard's Island, 10 miles southwest of Montreal. The impact was not heavy enough to set off the cargo.

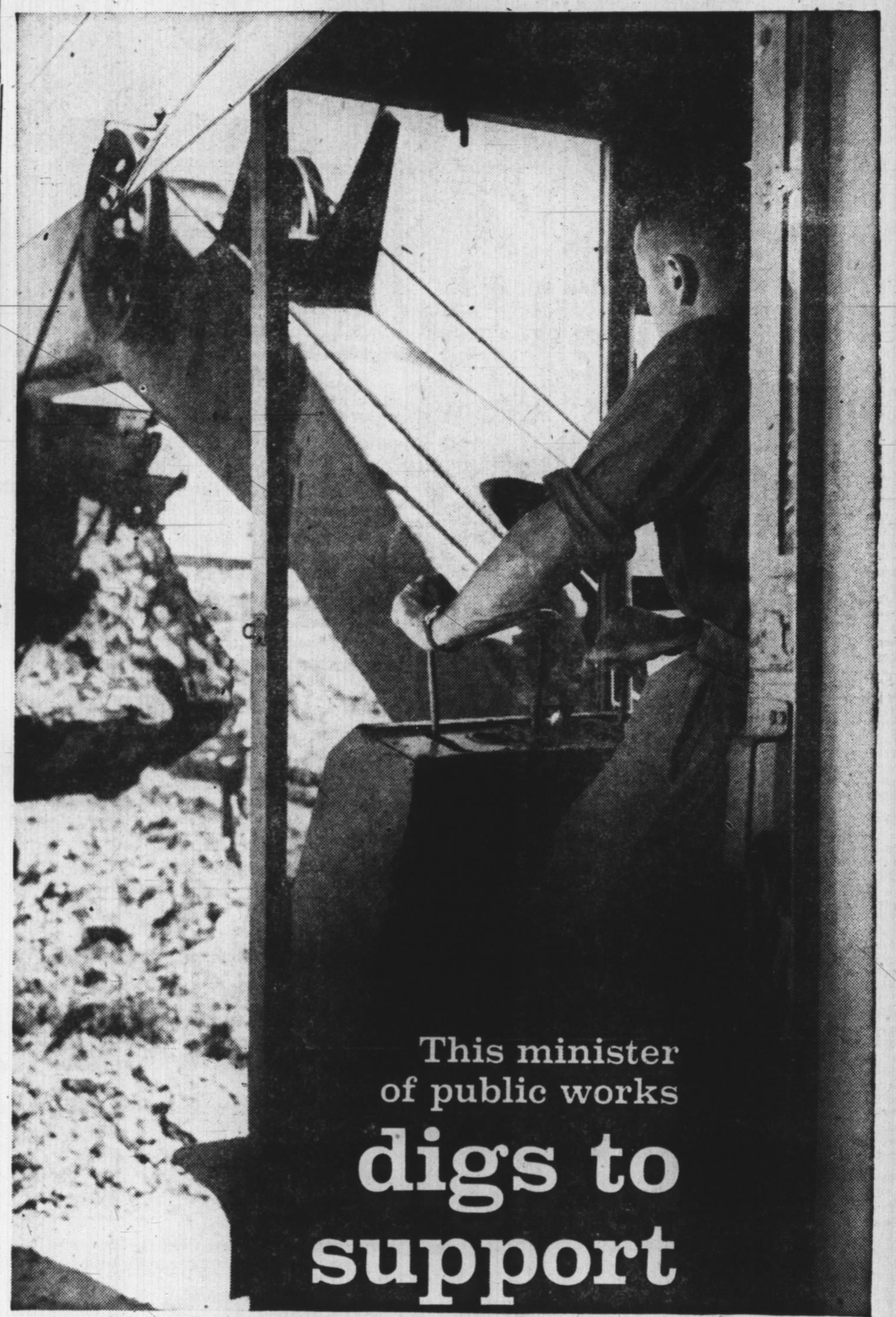
The low water level Tuesday prevented two tugs from reaching the grounded vessel. Several smaller motorboats were able to get closer but they did not have the power to move the barge.

BIG HAZARD

ST. MARGARET'S BAY, Eng. (CP)—Bomb-disposal men found a cache of mortar shells on a farm near this southeast coast village—a favorite spot for holiday-makers. It was an army training ground during the war.

GREAT EDIFICE

Peterborough Cathedral in England, completed in the 13th century, is famous for its imposing three-arched west front.



This minister of public works digs to support 2 families!

One family he digs for will live in a unit of a housing project for which he is excavating the foundation. The other family is his own — and includes four children. He is a good "digger" for dollars and his wife manages them well. So their family expenditures are kept in line with the family pay cheque.

Public works cover a lot of ground. The budget of the Minister of Public Works at Ottawa is in the millions of dollars . . . and his department is only one of many.

Money for all departments of government comes through the Minister of Finance who gets it largely in taxes from Canadians such as you. When more money is spent than is collected in taxes, government must borrow from you . . . or else create new money. The creation of new money is one factor that leads to inflation . . . which means your dollar buys less and less.

The government has been spending more than you have been paying in taxes. To narrow the gap between income and expenditures, new taxes have been imposed.

The next step should be to reduce expenditures, or at least hold the line. Undertaking new commitments — adding new welfare or other services — will only make it that much more difficult to pay our way. Tell your M.P. at Ottawa that since you are trying to save, you expect government to do the same.

You also help when you save more by means of life insurance, savings deposits, and the purchase of government bonds. Your savings help to create a SOUND dollar; and this, in turn, helps to create job security for you and more jobs for other Canadians.

TOMORROW

THE DAWN OF A NEW DECADE IN FINE-CAR MOTORING



MONARCH
WITH THE SMOOTHEST RIDE FOR YOUR FINE-CAR DOLLAR

Everywhere you look in the 1960 Monarch, you will see things that are new and different and better.

New styling with sleek, smooth-flowing lines; distinctively Canadian in the spirit of the '60's. A tasteful use of chrome and ornamentation without ostentation. Monarch is handsome and broad-shouldered, a car with the timeless elegance of good taste.

New "Comfort Zone" Ride. Yes, the famed Monarch ride is even better this year. You ride in the "Comfort Zone" cradled by the finest combination of bump-smothering features ever offered by any car in Monarch's field. It's the smoothest ride for your fine-car dollar. And Monarch's handling ease is beyond anything you've ever experienced—until you've tried it, you just wouldn't believe that a big car could be so remarkably responsive to your touch.

Monarch interiors offer you new dimensions of comfort. Open the big, wide, solid doors that make entry and exit so easy. Relax in the deep comfort of thick foam rubber cushioning. Stretch your legs. There's room to spare. The annoying centre tunnel that restricts leg room in most other cars has been cut 'way down. There's stretch-out space for six to enjoy the luxurious ride.

New standards of V-8 performance and economy. Spirited, superbly silent and instantly responsive, the big Monarch V-8 engines feature a new carburetor for extra economy and ease of maintenance.

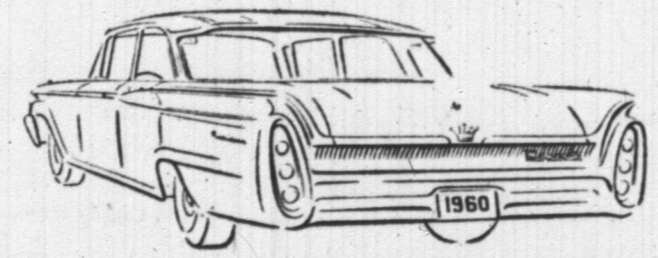
For 1960 you get more in a Monarch. You get so much car, so much quality, so much value for your investment. This will be obvious when you see the great new 1960 Monarch—dawn of a new decade in fine-car motoring.

TWO DISTINCTIVE ROOFLINES • THREE SUPERB SERIES

Monarch leadership in fine-car fashion is clearly illustrated by the two distinctive rooflines. Top, the Sceptre Four-Door Hardtop shows the smooth, sweeping contour of the Cruiser roofline. The Richelieu Four-Door Sedan, sketched at right, illustrates the straight-line roof with slim centre pillars smartly concealed behind the window frames.

Three superb Monarch series invite you to the adventure of fine-car ownership the economical LUCERNE; the spirited RICHELIEU; the luxurious SCEPTRE.

Certain features illustrated or mentioned are standard on some models, optional at extra cost on others.



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A PUBLIC SERVICE MESSAGE FROM THE LIFE INSURANCE COMPANIES IN CANADA