

Ookpik & Father William

"Agriculture Minister MacRae can argue as he likes about the importance of planned production, and others about the need for marketing research," said Father William after scanning attentively the articles in The Guardian-Patriot farm edition the other day. "I'm not denying that these are good objectives, and that we can't hope for much success without them. But what about Ookpik, I ask you? He doesn't give a hoot about these things and look where he is today. He's got more free publicity than a travelling circus, and I hear he's started a flourishing industry on nothing up in Fort Chimo, in the Eastern Arctic, where he came from."

"Is he a farmer, or a farm product?" asked the young man in bewilderment.

"He's a stuffed owl, that's all he is," snorted Father William. "Six inches high! Some Eskimo dreamed him up for a gag, and his picture was shown on posters at Philadelphia at the Canadian Trade Fair there lately. Everybody wanted to buy him right away. Trade Commissioner Hamilton had to wire Northern Affairs, at Ottawa, for an immediate large shipment and some folk clerk said there was a warehouse full of them. So the posters kept advertising this one; but there wasn't any of him, except the one."

"That put Ottawa in a dither. They wired Fort Chimo for all possible Ookpiks, that all the harp sealskins—that's what he was made of—had recently been bought up by a European fur dealer for ski-soles. Quite a lot of sealskins there. But these turned out to be a wrong kind of seals. Then an Ottawa furrier got hold of one harp sealskin, and from this it was thought that at least one specimen could be made to show buyers in Philadelphia.

"But there wasn't sufficient time to fly the only pet to Fort Chimo for Ookpik's originator to make a duplicate, and there was consternation again. An Eskimo woman in Ottawa thought she could save the situation by making one; but she gave HER Ookpik webbed feet and a duck's tail, and when this was flown to Philadelphia where thousands of big posters showed the genuine Ookpik with tiny black claws, there was a near riot. Some U.S. congressmen, I'm told, wanted to warn Prime Minister Pearson that he'd go the way Mr. Diefenbaker went if matters didn't get straightened out."

"You are old, Father William," the young man said. "Can this be a yarn you've made up in your dotage?" "Not at all," said Father William. "You ought to keep abreast of the times. Don't you know that it took the Canadian Navy to save the day? At Philadelphia dock there was one of our naval frigates, and the chief naval surgeon got to work on this fake Ookpik and amputated the duck's feet. The tail was left on, as the Philadelphia posters didn't show the real Ookpik from behind.

"Then they got one of the seamen to make new clawed feet which the surgeon sewed on. They had this monstrosity ready for the Fair's opening. But to discourage buyers—since they didn't have any for sale—they set the price at \$10 apiece, money in advance, and warned that there'd be no delivery for six months.

"What happened? 12,000 orders

in the first week! A New Jersey department store wired for 100,000 Ookpiks, which Northern Affairs had to decline. Also five companies sent for rights to produce Ookpik colored books, storybooks, comic books, and whatnot."

"That beats the Beatles," said the young man admiringly.

"The Beatles can sing, or at least make noise," answered his grandniece. "Besides, they have a big publicity organization. Ookpik just sits and stares, on his flat feet, and orders come rolling in. Now they're starting this big industry of Fort Chimo, on the edge of nowhere, that I told you about. They're going into production as soon as enough skins can be found and apprentices trained to turn him out by the thousands."

"Do you think there's a chance of getting a bright idea like this to boost our Island products along?" asked the hopeful offspring.

"It wasn't a bright idea; it was just an incredible piece of luck," said Father William. "It just goes to show how cockeyed the buying public can be. It was reading about the wise birds who are giving our farmers so much advice that made me think—by way of contrast—of this Eskimo owl that hasn't got a brain in his head, and that looks like something you'd meet after coming off a binge. But look where it's got him!"

Support Is Needed

Canada spends about \$5.00 a day for care of the mentally ill patient in its large mental hospitals, and up to \$25.00 a day for a patient in a community general hospital. Yet half of all hospital beds in Canada are occupied by the mentally ill.

In the past five years the outlook for the mentally ill has greatly improved. New and better treatment enabled 60 per cent of those who seek hospital treatment for the first time to leave hospital within a year. While this is an improvement, it is still not enough.

The Canadian Mental Health Association has sought for 40 years to lead the way to a new deal for the mentally ill. Its members visit patients in hospital to try to bring them that friendship and interest which can provide a continuing link with the community. White Cross Centres help the ex-patient to mix with confidence once again among others. Even more important in the long run, perhaps, is the Association's continuing studies of needs and its efforts to interest and inform the public and provide leadership for action towards improvement.

This being National Mental Health Week, it behoves us all to give some thought to this movement, which cannot fully succeed without the widest public support.

Churchill Memorial

It was back in March, 1940, before an audience of 2,000 at Westminster College in Fulton, Missouri, that Winston Churchill delivered a memorable address—one of the first to alert the world to the onset of the cold war. "A shadow has fallen upon the scene so lately lighted by the Allied victory," he declared. "From Stettin in the Baltic to Trieste in the Adriatic, an iron curtain has descended across the Continent."

Last week the New York Times, at the scene of the "Iron curtain address," former President Truman broke ground for a U.S. memorial to Sir Winston, now 80. The memorial will be a reconstruction of a 1677 Christopher Wren structure, the Church of St. Mary the Virgin in London. The original was destroyed by a bomb in 1941; its shell will be used in the restoration, which will have a Churchill library and museum in its basement.

Sir Winston has expressed gratification for the "imaginative concept" of the memorial; and we can all take satisfaction in the admiration shown by our American neighbors for Britain's grand old statesman and war leader.

EDITORIAL NOTE

Among those celebrating the Bard of Avon's anniversary last week were the proprietors of a cafe in Watford, England, who hung this notice in the window: "In Honour of Shakespeare's 400th Birthday Bacon Will Not Be Served Here Today."



GO TO IT, FLAG DESIGNERS!

OTTAWA REPORT by Patrick Nicholson

Value Of Veterans' Hospitals Emphasized

"The Coming Crisis in Medicine: Canada's shortage of doctors." This headline would have accurately described the real kernel of a recent "Yes or No" Commons, when Hon. Gordon Churchill, ex-Veterans Affairs Minister and a veteran himself, moved a vote of censure against the Liberal government for its announced decision to abandon its responsibility for providing medical care by handing over veterans' hospitals to provincial or municipal governments. The usual quota of irrelevance was spotted by "debaters" who had as usual failed to study the subject and learn the facts. But among all that clatter there was a grain of wheat—real "No 1 Northern" wheat—contributed by Dr. Phil Ryndard, Ontario's Orillia physician and surgeon who enjoys international fame. Dr. Ryndard said he hit the nail squarely on the head by describing the valuable role which veterans hospitals play, not just in care for veterans, important though that is, but the more significant realm of medical research and the training of doctors.

The ten nations enjoying the highest proportion of doctors leave in inhabited quarters are Cuba, Poland—and Canada, which has the most doctors per number of patients in Israel.

Our medical schools are only able to handle such small classes that they can graduate only about 850 doctors each year. But we have had a fortuitous and fortuious salvation through a wave of immigration of trained doctors, running as high as 900 in some recent years.

"We have been robbing Britain," Dr. Ryndard told me. "I've highly qualified doctors whose costly training has been paid for by another country. Dr. John McCreary recently warned our Senate—Commons Health Committee that our medical training facilities are slipping far behind those of U.S.A. So we get fewer and fewer trained doctors than we need; worse, we lose many of our best teaching doctors for moving to other countries."

Dr. Ryndard's advocacy for veterans' hospitals is also his deep concern about the growing deficiencies in medical training in Canada, both quantitative and qualitative. The ten nations enjoying the highest proportion of doctors leave in inhabited quarters are Cuba, Poland—and Canada, which has the most doctors per number of patients in Israel.

MISHAPS TOP KILLER

The greatest cause of illness and death among Canadians is accidents on medical affairs. So our general hospitals, Dr. Ryndard explained, are "active centres of medical accidents" largely to patients who have suffered accidents, or who are acutely ill medically or otherwise.

PROPOSED MOSS PLANT

It is proposed to build a moss plant in your valuable column to express my appreciation about the new plant in the Western Prince County. It has been decided and it is going to be built, but the question is where it is going to be built? As far as I know the very first moss plant was built on the island was right here in Charlottetown, where there was a lot of moss from it comes from around Tishin from Killdare Cape and around the Pointe-aux-Lions and Skinner's Pond. I don't think it would be right to plant moss that went around to Tishin. It wouldn't be fair for all those who work at that line, they have to go any distance with it, when it is so badly needed in Charlottetown. I think it will be more who will write to my gallant.

DISGRACEFUL BLOTS

Sir—Much attention is being given to the celebration of the Centennial. Citizens are encouraged to dress up their homes and premises. Committees are established to establish centennial projects, tourists to visit this Garden of the Gulf but what is being done about the disgraceful blots seen from our highways of innumerable old cars? Where there was one or two last year there seems to be a dozen this year. I am sure you will write to my gallant.

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Tattoo Craze Has Drawbacks

By Dr. Theodore R. Van Dellen A Skokie, Illinois, reader writes: "My son, a young navy recruit, has three tattoos on his arms. He regrets having this done and wants them removed. Is this possible and what is the procedure?" This is a familiar story among young men who leave for a tour of duty in the armed services. Tattoos, has many drawbacks and these should know the facts. In the first place, women object to tattoos. Mother is horrified when her "little boy" returns from his wandering, only to show an arm, chest or Daisy on his arm. The situation is even more embarrassing when the man is married or a Pearl.

Tattooing is a mechanical process by which coloring matter is inserted beneath the skin by means of needles and pointed instruments. Most tattoo artists use a reasonable amount of the blue-black ink which has been there since the time of the pharaohs. Old-timers used to wet the needle with the lins and if they had syphilis, passed the disease on to the customer.

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BLOOD SUGAR LEVEL

T. E. M. writes: Does the amount of sugar in the blood affect a person's sleep? Hunger may occur when the level is low. On the other hand, individuals with severe diabetes have high levels and crave food before or during the night.

FOLLOW DIRECTIONS

E. J. writes: If a sick person's doctor orders medicine every two hours, does this mean the patient must be awakened every two hours from a deep sleep? Yes, unless the patient is being treated for insomnia. On matters of this importance, call your physician.

SMOKING AND BRONCHITIS

R. K. writes: If it possible for a person with chronic bronchitis to smoke lightly without making the condition worse? Yes, but it is difficult to be moderate.

NOTES BY THE WAY

His bride talked in her sleep so he sent her home to Mutter.—Stratford Beacon-Herald. The best things in life are free—but so are the worst things, such as storms, floods and earthquakes.—Sarnia Observer. Experience is what you have left when everything else is gone.—Niagara Falls Review.

It would be easier to bear the burdens of life if the other fellows would get out of their own way. It is a curious animal, the human. He is always looking for a way out. It is a curious animal, the human. He is always looking for a way out. It is a curious animal, the human. He is always looking for a way out.

The Lure Of Abbotsford

BBC London Letter

Abbotsford, once the home of Sir Walter Scott, is a Scottish showplace that attracts thousands of tourists to the banks of the River Tweed between Selkirk and Melrose, which is in the heart of the poet's native great-grandfather, Mrs. Patricia Maxwell Scott, who receives most of the visitors personally.

Scott bought the farm of Carlyle House, or Carlyle Hotel, as it was called locally, in 1812. Mr. Lindsay explained, and then, until his house-warming party during Christmas 1932, he added to it a curious amalgam of romantic architecture. "The original part of the house is almost exactly as it was on that bright September day in 1808 when he died in the window of the little room open so that he could hear the sound of his beloved Tweed."

Our Yesterdays

(From The Guardian Files)

Twenty - Five Years Ago

At the annual meeting of the Charlottetown Rotary Club held at the Canadian National Hotel the following officers were elected for the ensuing year: president, A.R. Cooper; vice-president, Dr. H. MacIntyre; secretary, Roy Quigley; treasurer, Don Archibald.

Mr. Lindsay disagreed with those who thought that such a memorial distracted attention from the real achievements of great men. "To Scots folk, and to people of Scottish descent, Abbotsford is the physical embodiment of something as vital as the spirit which draws people to Burns' cottage at Ayr."

Ten Years Ago

At the annual meeting of the Maritime Stock Breeders' Association held in Amherst, Island directors named were: R. A. Proitt, president; Major MacRae, Charlottetown Rotary and Amnott, Brewster; Major MacRae, Charlottetown Rotary and Amnott, Brewster, Marshfield.

SAIGON (Reuters)—More than 1,200 political and other prisoners were freed by a government act of clemency in a public ceremony here Thursday. Hundreds of others were given freedom in other parts of the country.

A NATO Experiment

By Harold Morrison Canadian Press Staff Writer

PUBLIC FORUM

Early in June, sailors from a number of North Atlantic countries will be joining an experiment in community relations that may have profound implications for the future of the North Atlantic alliance. The answer these sailors will provide will determine whether men from different countries, speaking different languages and moulded under different cultures can work as a cohesive team in close quarters for the common purpose of joint defence.

This withdrawal from my title is important, for the move was anticipated and in fact France previously had withdrawn its ships and now only completed the move by removing their headquarters from NATO headquarters.

EXPRESSED CONCERN

But American authorities, while paying attention to the public image of NATO disintegration, privately expressed deepening concern over the move. What was needed, they said, was some counter-action to demonstrate NATO unity.

French President de Gaulle may therefore have given the multi-national nuclear force concept a boost. The U.S. will be pressing hard to make the move experiment work, not so much because of the military importance but because of the need to demonstrate NATO unity.

NO VOICE CLAIM

It is not clear from the proposal was clearly one of attempting to quieten grumblings within the alliance. The voice claim was in the American nuclear deterrent force which, in effect, is the NATO deterrent force in Europe as well. The proposal also was designed to meet the threat of NATO disintegration during a period of world quietude.

Through the years the U.S. tended to view the nuclear deterrent force of a multi-national nature would be itself head of European integration. In fact, every time NATO headed towards a crisis in unity, the U.S. seemed to attempt to steer NATO attention towards the vision of a fleet of 25 nuclear ships, armed with Polaris missiles, porting part of the entire strategic defence against the Soviet Union.

PURITY DAIRY

"Parents Prefer Purity Products" 377 Kent Dist 4-7153



Lady Bird's Ordeal

When the three shots rang out on that sunny day in Dallas, Mrs. Lyndon B. Johnson thought they were firecrackers. Then a voice on the intercom car radio said "Let's get out of here!" and a Secret Serviceman threw himself over her husband For Lady Bird, those urgent words marked the beginning of a 24-hour nightmare. President John F. Kennedy had been shot and Lady Bird's husband, Lyndon B. Johnson, was President of the United States of America. In this week's issue of Weekend Magazine, veteran Washington reporter Frances Spatz Leighton describes that agonizing day and tells how Mrs. Johnson faced the ordeal of those hours of crisis.

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