

# "Conformism" Criticism Is Baffling To One Newsman

By FORBES RHUDE  
Canadian Press Business Editor  
"Some things said at the week-end conference in Toronto of the Canadian Institute of Public Affairs baffle me."  
I got the eerie feeling that I must have bumbled in from another planet.  
The earth, we heard, is a place where people are excluded and hounded by advertising and public relations men, and by radio, television and newspapers.  
I couldn't recognize it as the world I think I see in my daily job — one of people pushing back frontiers: of eager young engineers hunting out mysteries of places and things; of eager young women grappling with problems of finance and business which used to be the prerogative of men; of young couples building new homes and sending them to ballet lessons and all sorts of other cultural and practical activities; and a world in which new ideas than which one can keep up with.  
I had had, it seems, the wrong ideas. All these people are lonely, even if they don't know they are lonely, and their activity is becoming akin to that of social ants.  
"Conformism" seems to be the cause of the ills.  
For one thing, people drive the same sort of cars. But, one might

ask: "Fifty years ago when hardly any one had a car, was that individualism? Was it conformism? Of what lost intellectual capacity was the buggy a symbol?"  
Then, too, people live in the same sort of houses. Again, one might say:  
"But they have the houses, and even if modern housing projects aren't as imaginative as they might be, is there not individuality on the inside? May not the 'conforming' house, rather than marking an end to individuality, make possible the start of new adventures in it?"  
NOT POPULAR  
A few voices did ask questions like that by judging from vocal reactions, but weren't popular questions and the audience seemed to be bent on a wingding of introspection.  
"Topic of the conference was 'Buying and voting — who makes up our mind?' and the wording seemed to set the tone for a field day against advertising and mass media.  
J. B. Priestley, British author, started off the attack. He cited the following case:  
His father used one straight razor all his life. He himself has used dozens of safety razors and thousands of blades. His son uses an electric razor. His son's son probably would use something re-

quiring a trailer.  
"This, he said, was regression and nonsense; and, as related with his incisive wit, it sounded convincing and drew a big laugh.  
But for the life of me I couldn't see any dire significance in this except, perhaps, for loss of the homely art of razor stropping.  
FIGHT BACK  
Advertising and public relations men on the panels tried to fight back. They agreed there are many things wrong with their professions and they hope to do better. But they believed their work had done a lot to bring about current prosperity and they couldn't see much wrong in people having "too many" things.  
It seemed to me — and all this is just a personal view — that most major expressions at the conference indicated a lack of faith in the genius of the human race.  
It has come a long way and I don't think even today's traffic jams will crush its spirit.  
I expressed some of these views to a public-relations man and he said:  
"What we have heard may sound like nonsense to you and me, but on the intellectual level it is probably true."  
This baffled me more than ever and made me feel lonely. So I came back to the office and wrote this piece and, having done some work, feel better already.



FRIENDLY CHAT AT TEA

There is little doubt that Dr. L.G. Dewar (right), Progressive Conservative member from Second Prince will not, as the Session of the House continues, be in such complete agreement as he appears to be chatting over a cup of tea yesterday afternoon with Mr. George Saville (left) Liberal member from Fifth Kings and William Acorn (centre), Liberal member from First Kings. Mr. Sa-

## Surplus U. S. Products For Poland Discussed

By JOHN SCALI  
WASHINGTON (AP) — THE United States begins direct economic talks with Poland today to determine whether American dollars and surplus farm products can help ease Moscow's grip on the Polish economy.  
The visiting five-man delegation is led by Henry Kotlicki, director general of the Polish finances ministry. He was to outline his government's problem to an American group headed by Thorsten V. Kaljarvi, acting deputy undersecretary of state for economic affairs.  
The Americans were reported ready to listen cautiously but sympathetically to an expected formal request for surplus wheat, corn, fats and oils as well as credit to buy coal mining machinery.  
An agreement meeting at least part of the Polish plea for aid appeared likely before the talks end in about three weeks.  
PLAN MODEST AID  
Responsible authorities said the U.S. attitude will be to emphasize as much as possible the desirability of restoring normal trade and commercial relations.  
Any American aid package, they said, "would be modest" in

keeping with the step-by-step policy to be pursued pending more information on Poland's economic conditions and obligations.  
A major go-slow factor seemed to be that Eisenhower administration desire to avoid upsetting the Soviet government, which is known to be watching the talks with suspicion.  
Agricultural surplus commodities may be sold for Polish currency. This currency in turn could be used to pay for administrative expenses of the American embassy in Warsaw, or if feasible, to buy strategic raw materials which Poland might have available.  
ST. JOHN'S, Nfld. (CP)—Newfoundland seal hunters are preparing to take to the ice floes this year in eight ships, three of them registered at Halifax.  
The sealing ships Theron and Theta out of Halifax will recruit many of their seal hunters from the villages of Conception Bay on the east coast. Newfoundlanders

will also serve on the Halifax sealer Arctic Sealer.  
The five Newfoundland sealing ships are the Glenwood, Terra Nova and Algerine out of St. John's; the Placentia out of Trepassy on the southern shore, and the Bessie Marie out of Twillingate on the northeast coast.  
POLICEMEN CHARGED  
NICOSIA, Cyprus (Reuters) — Two Greek Cypriot policemen and a post office worker Tuesday were charged on four counts of illegally possessing arms, ammunition, bombs and explosives. Under emergency regulations they must be executed if convicted. It is the first time Greek Cypriot policemen have faced such charges.

## THE MONTHLY MEETING

of the Souris Branch of the P.E.I. Fish and Game Association will be held in Morell on Thursday, Feb. 28 at 8 o'clock. There will be films shown.

## EASTERN GUARDIAN

LADY CURLERS — Important meeting at Mrs. George Inman's Thursday, 3.00 p.m. Please attend.  
HOCKEY! "THE EVENT OF THE SEASON" Prince of Wales College vs. Montague All Stars, Friday, 8.30 p.m. Skate after.

## G'Town High School Holds Annual Sports

- The annual Georgetown High School Ice Sports were held in the rink on Friday night. Competition was keen in all events. The following officials capably handled the events, Miss Joan Murphy, Mr. D. A. McCormack, Mr. Charles Fraser, Mr. Howard MacLean, Mr. W. W. Hansen and Mr. Cecil LeLachur.
- Following are the results:  
Girls 7 and under: 1. Lucretia Lavandier; 2. Janet MacDonald; 3. Janine David.  
Boys 7 and under: 1. Donnie MacDonald; 2. Philip Boudreau; 3. Francis MacLean.  
Girls 8 years: 1. Beverley Solomon; 2. Rose Marie MacLean; 3. Marie MacDonald.  
Boys 8 years: 1. Eldon Batchelder; 2. Brian MacLean; 3. Ronnie Gotell.  
Boys Quarter Mile: 1. Chester David; 2. Stephen Arsenault; 3. Joseph Martell.  
Girls 9 years: 1. Jo-Ann Prosper; 2. Linda Lavandier; 3. Gail Martell.  
Boys 9 years: 1. Hal MacLean; 2. Wilfred Prosper; 3. Peter Walsh.  
William Tell Race: 12 and over (Couples): 1. Joseph Martell and Ruth LeLachur; 2. Lawrence Batchelder and Marie MacLean; 3. Chester David and Frances Baker.  
Doll Carriage Parade: 1. Marie MacDonald and Janice David (tied); 2. Dianne Solomon; 3. Isabel Curley.  
Boys 10 years: 1. Ernie Prosper; 2. Kenneth Batchelder; 3. Gerald Martell.  
Girls Quarter Mile: 1. Paulette Burke; 2. Betty Ann Stevens; 3. Marion Murphy.  
Girls 11 years: 1. Mary K. LeLachur; 2. Pauline Martell; 3. Doreen Gallant.  
Boys 11 years: 1. Stewart Burke; 2. Carl Solomon; 3. John Allen.  
Boys Half Mile: 1. Chester David; 2. Stephen Arsenault; 3. Joseph Martell.  
Girls 12 years: 1. Paulette Burke; 2. Laverne David; 3. Helaine Baker.  
Boys 12 years: 1. Dougie Martell; 2. Joseph Martell; 3. David Hartman.  
Candle Race (Girls): 1. Frances Baker; 2. Jean LeLachur; 3. Catherine McCullough.  
Candle Race (Boys): 1. Chester David; 2. Walter Arsenault; 3. Harvey Martell.  
Obstacle Race (Girls): 1. Doreen Gallant; 2. Jo-Ann Prosper; 3. Reatha David.  
Obstacle Race (Boys): 1. Kenneth Batchelder; 2. Joseph Martell; 3. Ernie Prosper.  
Girls 13 years: 1. Marion Murphy; 2. Betty Gotell; 3. Aldene McCormack.  
Boys 13 years: 1. Charles Fitzgerald; 2. Harvey Martell; 3. Bruce MacLean.  
Girls 14 years: 1. Frances Baker; 2. Betty Ann Stevens; 3. Marie MacLean.  
Boys 14 years: 1. Joseph Martell; 2. Charles Hansen; 3. Stewart Good.  
Girls 15 years and over: 1. Joan Batchelder; 2. Catherine McCullough; 3. Jean LeLachur.  
Boys 15 years and over: 1. Chester David; 2. Stephen Arsenault; 3. Jordan Stewart.  
Boys Relay: 1. Grade 10; 2. Grade 9; 3. Grade 8.  
Girls Relay: 1. Grades 9 and 10; 2. Grades 7 and 8; 3. Grades 6 and 7.

## Souris High Debating Team Is Winner Over Montague School

On Monday night in St. Mary's Parish Hall, Souris High won a unanimous decision over Montague in the first contest of the Kings County Debating League.  
Catherine Gaudet and Marguerite Mossey upheld the affirmative for Souris High School, while Margaret MacDonald and Carol Walker upheld the negative for Montague on the topic "Resolved that the achievements of the United Nations have justified its existence."  
Joseph Gallant, grade twelve student at Souris High was chairman. The judges, Mr. Rev. J.A. Murphy, Mr. Winston Fudge and

## I. O. D. E. Chapter Held Annual Meeting

The Annual Meeting of the Earl of Hillsborough Chapter I.O.D.E. was held on Monday, February 11th, at the home of Mrs. E. M. Phillips with the Regent, Mrs. A. L. Hoop presiding.  
The meeting opened with the Prayer of the Order followed by the reading of the minutes of the last Annual Meeting which stood approved as read. Mrs. W. S. McMurry, Secretary, gave the annual report, stressing particularly the Educational projects carried out during the year.  
Mrs. W. A. Henry, Educational Secretary, reported that books and magazine subscriptions had been donated to the library at Queen Charlotte High School and also a number of books for young pupils had been placed in West Kent School. Empire Day Programs had been sent to adopted schools and calendars placed in several rural schools and various classrooms in the urban schools.  
Mrs. Ronald Clarke gave the report of Services at Home and Abroad Committee. Wool and flannellette had been purchased for sweaters, babies nighties, etc. Contributions of new and used clothing were sent in response to the Greek Appeal and Save the Children Fund. A donation had been made to the Peace Garden, Canadian Scene, Halifax School for the Blind.  
The Treasurer and assistant treasurer's reports were read and adopted, also the Annual reports of the following committees: Empire and World Affairs, Immigration and Canadianization and Film. The Nominating Committee presented the following slate of officers: Honorary Regent, Mrs. W. A. Stewart, Regent, Mrs. A. L. Hoop, 1st. Vice Regent, Mrs. F. H. Johnston, 2nd. Vice Regent, Mrs. J. S. MacDonald, Secretary, Mrs. W. S. McMurry, Treasurer, Miss Marjorie Stewart, Educational Secretary, Miss Jean MacLean, Services at Home and Abroad, Mrs. Ronald Clarke, Echoes Secretary, Miss Margaret MacMillan, Standard Bearer, Mrs. A. H. Boper, Counsellors, Mrs. W. W. Reid, Miss Dorothy Keefe, Mrs. W. A. Henry.  
The sub-committees were nominated as follows: Assistant Treasurer, Mrs. Wilfred Hunter, Empire and World Affairs, Miss Margaret MacMillan, Film, Mrs. Gordon Shaw, Publicity, Mrs. P. E. Brydges, Sanatorium Library, Mrs. Barry Bugden, Empire Correspondence, Mrs. Wendell MacDonald, Sewing, Mrs. F. H. Johnston.

## Special Service At Montague United Church

An interesting service was held in Trinity United Church, Montague, on Sunday evening. The choir, with Mrs. L.A. Johnston as organist, sang the anthem "We Extol Thee, O God". Mrs. Douglas Coffin and Mrs. Arnold Wightman rendered the duet "Sweet Will of God".  
Rev. J.M. Fraser conducted the service, and read Isaiah, Chapter 5. The three older boys who had attended the recent Boy's Parliament in Charlottetown, gave a helpful account of the subjects which were discussed at the Parliament, relating them to vital teachings in the word of God: Jimmy Johnston spoke on capital punishment, Edgar Dewar on the dangers of social drinking, and the Church and television. John Clary spoke on the Bible and life.  
At the morning service Mr. I.G. Phillips sang the solo "I Heard the Voice of Jesus say, Come on to Me and Rest", while the minister based his sermon on the text: "Ye are the salt of the earth".

## Big Minstrel Show Tonight

Citizens of Montague and vicinity are looking forward to an hilarious night tonight when they will see the first performance of "The Trinity Minstrels", under the direction of I.G. Phillips, which is being staged by the choir of Trinity United Church, Montague.  
Due to the sell-out of tickets a second performance staged Thursday night for those who were unable to obtain their tickets before hand.  
A great deal of time and effort has been spent on this show and it should prove to be one of the top variety shows of 1957.

## Montague Legion Auxiliary Meets

The February meeting of the Ladies Auxiliary, Canadian Legion Montague branch, was held at the home of Mrs. John Clair Friday evening with the president Mrs. George MacKinnon in the chair.  
There were fourteen members present. The minutes of the last meeting were read and approved and the correspondence was read by the secretary, Mrs. Wellington Campbell. The financial report was read by the treasurer, Mrs. Garnet McIntyre.  
A donation of \$5.00 was voted towards the March of Dimes and \$2.00 to the P.E.I. Chapter Multiple Sclerosis Society.  
Mrs. Clair and Mrs. Campbell were appointed on the visiting committee for three months.  
Final arrangements were discussed for conducting the Red Cross campaign in Montague next month.  
The program was under the direction of Mrs. Helen Hooley and a number of contests were enjoyed by everyone.  
At the lunch hour the hostess was assisted in serving by Mrs. Stewart Dewar, Mrs. Athol Dewar, and Mrs. McKeeman.

## Nursery Club Meeting Held

The regular weekly meeting of the Kings County Hospital Nursery Club was held at the home of Mrs. Vic Pepler on Monday evening with ten members present. Mrs. Horace Fraser presided during the business meeting.  
Minutes of the last meeting were read by the secretary, Mrs. Pepler. It was moved by Mrs. Leon Johnston and seconded by Mrs. Scott that the following articles needed in connection with the nursery be purchased: A plastic dishpan, a bottle brush, and a coffee percolator. Miss Florie Beaton reported that baby shirts have been ordered and Mrs. Carl Stewart reported that the curtains for the nursery have been completed and put up.  
Inquiries are to be made concerning the possibility of holding a cooking school here in the early summer. The club plans to have a white elephant sale sometime in March.  
The remainder of the evening was occupied with sewing and quite a number of articles were completed.  
Lunch was served by the hostess, assisted by Mrs. Roy Gillis. Next meeting will be held at the home of Mrs. Carl Stewart and the lunch committee will be Mrs. Scott and Mrs. John Tredeick.

## Gives Comment on Insurance Delays

OTTAWA (CP) — James McGregor, chief claims officer of the Unemployment Insurance Commission, said Tuesday the company is responsible for few delays in the payment of unemployment insurance benefits.  
He made the statement to the Commons industrial relations committee which is investigating complaints of delays in payments by opposition parties in Parliament.  
Mr. McGregor said delays in payments generally are due to reasons beyond the control of the commission, a number of instances delays were caused by actions of claimants.  
One of the chief reasons for delays was that upwards of 20 per

## Ontario Changes System Of Insuring Motorists

By THE CANADIAN PRESS  
Legislation under which uninsured car owners in Ontario would pay an extra \$1 in licence fees into the unsatisfied judgment fund was introduced in the Ontario legislature Monday. Twenty-two other amendments to the Highway Traffic Act also had first reading.  
Insured motorists would continue to pay \$1 into the fund from which payment is made when an uninsured motorist loses a court action arising out of an accident or to a person killed or injured by an auto which fails to stop at the scene of the accident.  
Under the proposed changes a motorist would be considered insured after Jan. 1, 1958, if he has liability insurance of \$5,000 for property damage, \$10,000 for a single death or injury and \$20,000 for two or more deaths or injuries.  
The Prince Edward Island legislature was to open today and there were indications education might be the chief topic.  
Speaker N. V. B. Bachynsky changed his mind on a ruling in the Manitoba legislature Monday after Premier Campbell suggested a CCF non-confidence motion was out of order.  
RULING UPHOLD  
The Speaker had accepted a non-confidence motion from CCF Leader Lloyd Stinson. Mr. Campbell suggested the motion was out of order. The Speaker so ruled. When Mr. Stinson challenged the ruling, it was upheld by a vote of 29 to 15.  
The CCF leader's motion regretted the government's failure to institute a comprehensive hospital insurance plan.  
A Liberal opposition member said the Saskatchewan legislature said the CCF government was discriminating against the farmers in that province. D. F. McFarlane, the member for Qu'Appelle-Wolsely, said agriculture remains the province's basic industry but the farmer's needs have been pushed aside in such things as the rural electrification program.  
Municipal Affairs Minister A.J. Hooke defended the extent of the Alberta government's grants to municipalities. He said a survey had shown that last year the grants made up at least half the total expenditure in 30 of the 50

## SOLD OUT

All tickets for Wednesday evening's performance by Trinity Minstrels have been sold out. By popular demand the show will be repeated on Thursday, Feb. 28 in Yeo's Theatre at 8.00 p.m. with tickets for sale at the door. Admission .75 adults, 50 children.

## Present Medals

LONDON (Reuters)—The Queen at Buckingham Palace Tuesday presented medals and insignia to 190 men and women, most of them named in the New Year's honours list. It was the second in a series of six Tuesday investitures in the palace's white and gold ballroom.

## Weatherman tells how forecasting has progressed

"The immense increase in aviation has necessitated development of new techniques in weather forecasting," says Herb E. Chadburn of the Meteorological Branch of the Department of Transport.  
"From a far-flung network of weather stations, information regarding both upper air and surface conditions is teletyped to central forecast offices. Here it is analyzed and used as the basis of forecasts," says Mr. Chadburn. "Forecasting today benefits not only aviation but farming, shipping, forestry and many businesses and government agencies dependent upon the weather."  
In forecasting for their personal futures, men like Mr. Chadburn benefit from progress in another field... life insurance.  
In planning your life insurance, you'll find your life underwriter more helpful today than ever before. He

## Your "I Love Lucy" sweethearts... a hundred times funnier... A hundred times wackier, on the big, big, movie screen... and in Color!

Now you can roar at red-headed Lucy and her bewildered spouse in a brand-new big-screen movie in full Color! And FOREVER DARLING also stars James Mason, as Lucy's dream-man — the handsome, sophisticated guy who makes a dizzy marriage even dizzier! To put it mildly, FOREVER DARLING'S a riot — so funny only the big screen can hold all its wild, wonder full situations! For example, wait'll you see what havoc Lucy wreaks on the great outdoors when she joins Desi's camping trip! And she gets help from James Mason, too — seems he hasn't heard that three's a crowd — especially in a tent! Yes, if you like to laugh, M-G-M's side-splitting FOREVER DARLING — in Color — is just what you're after!

## JOIN LUCY AND DESI ON THE FUNNIEST CAMPING TRIP EVER FILMED!



Lucille Ball, Desi Arnaz, James Mason  
"FOREVER DARLING"  
starring LOUIS CALHERN with John EMERY, John HOYT, Natalie SCHAFER  
CAPITOL  
SHOWS 3.30 - 7 - 9 TODAY and WED.

## Eye-glass-Hearing

The Spectacon — by Acousticon  
Makes possible for the Hard-of-Hearing Perfect Optical Fittings combined with Exact... Comfortable... Concealed Hearing Correction  
FREE DEMONSTRATION AT

CHARLOTTETOWN HOTEL  
Charlottetown, P.E.I.  
Thurs. Feb. 28, 10 a.m. - 7 p.m.  
CLIFTON HOTEL  
Summerside, P.E.I.  
Fri. Mar. 1, 10 a.m. - 7 p.m.  
J. E. RAMSAY — Distributor  
19 Argyle Street,  
Halifax, N.S.

## Souris Guides Mark 100th B-P Anniversary

The 1st. Souris Girl Guide Company presented a special program Friday evening, February 22nd, at St. Mary's Hall, Souris, to a large number of parents and guests under the direction of their Captain, Mrs. W. Fudge and Lieutenant Eleanor Clinton.  
Patrol Leader Claire Gallant

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