

# British Commercial T V Ends First Year In Red

By FERN RICH  
LONDON (Reuters) — British commercial television celebrates its first birthday this weekend, with healthy viewer ratings but an ailing balance sheet.

More than 4,500,000 Britons seem to prefer commercial television to the rival channel of the government-controlled British Broadcasting Corporation.

But, although commercial television has captured from 60 to 70 per cent of the BBC's former audience, the venture has not been financially successful to date.

Under the Television Act of 1954, the commercial TV organization is entitled to a yearly grant of £750,000—payable by the postmaster general but only with the consent of the British treasury.

The postmaster general announced last month however that "because of the general economic situation" there would be no grant this year.

So the independent television authority contractors—there are four in England, a new one just appointed in Scotland, and a Welsh one in the offing—remain in the red.

While critics agree that being poor is no disgrace, especially when there are great expectations, they seem to feel there is no excuse for the low cultural and educational level of many of the commercial programs.

They point out that the new channel was supposed to be an "alternative" to the BBC, which pre-supposed a matching high level if not a superior one.

The junior channel, however, learned quickly that audiences wanted give-away quizzes, not culture. It also discovered that American canned shows are just as popular on this side of the Atlantic as they were on United States screens.

A year ago there was the firm promise that there would be no sponsoring of programs—an "American evil" which the British were determined to avoid.

This was worked out so that advertisers could buy only "spot" announcements, the rates varying with peak viewing periods. But lately, there have been instances of coupling a certain program with a specific "plug."

One of the best peak periods—between 6 and 7 p.m.—has been sacrificed to British youngsters. To help parents get them to bed television transmission closes down.

This "toddlers' truce" is the despair of contractors who see thousands of pounds being snatched from them by sticky little fingers. No matter how hard they knock commercial TV, critics seem agreed at least that there will be another birthday party next year. And there were doubts about that 12 months ago.

## AMONG THE FARMERS

Federation of Agriculture Newsletter

### HORN OF PLENTY

It now appears that the forces of nature have combined to give Prince Edward Island one of the best harvests on record. The crop is heavy, of good quality and thrives exceptionally well. By placing the acreage of oats and mixed grain at a normal figure of 175,000 we would appear to have at least two million extra bushels of grain over and above a normal crop. While grain is today of small importance as a cash crop it can be readily translated into terms of cash by means of livestock and savings in imported feeds.

**PICKESBURY MILK.**

Ontario producers of concentrated milk are seriously concerned on two scores the first being the price for their product and the second the danger from importation of New Zealand powder at a price which would effect the returns to farmers. Recently Ontario met in Toronto and among others passed the following resolution:

"The Semi-Annual Meeting of the Ontario Concentrated Milk Producers meeting today in Toronto have unanimously shown a spirit of anger and rebellion over the price of milk in the manufactured market and passed this resolution:

"We firmly request immediate change of the agreement between Australia and New Zealand, and change of the tariffs on concentrated milk products from all countries to the level of present Most-Favoured-Nation rates."

Generally the price of manufacturing milk in Ontario has been \$2.50 per hundred, producers from many sections of the province are quite pronounced in their opinion that they cannot stay in business profitably unless the price is increased to at least \$3.00 or better. Already approaches have been made to the Honourable Walter Harris through the Federation of Agriculture seeking assistance tariff-wise for the milk agreement.

### ATLANTIC ACTION

Some two years ago the idea of an organization to promote the economy of the our Atlantic provinces was developed and resulted

in the setting up of the Atlantic Provinces Economic Council modelled on the New England Council which over a period of thirty years has done a great deal to improve the economy of the six states involved.

While the Atlantic Provinces Economic Council has been received with a great deal of enthusiasm by central Canada and the Dominion Government and a great deal of interest displayed in it, it has not been easy to create enthusiasm at home. The purpose of the Atlantic Provinces Economic Council is to explore every possibility of developing industry, increasing production, of improving markets and to study and publicize the opportunities for industry both old and new in the area.

The New England Council in the beginning placed a great deal of emphasis on the importance of production and marketing surveys and in selling to any group that might possibly be interested in the advantages of locating in New England. Atlantic Provinces Economic Council has this summer employed a competent economist to survey and make studies of certain phases of farm production and marketing in this area.

While APEC was originally the idea of the business community it has nevertheless made every provision for agricultural representation and has shown commendable interest in the problems of agriculture. Maritime growth has not kept pace with that of the rest of Canada. It may be possible to overcome this handicap but there must be organization in that direction. APEC provides an opportunity for united effort and for team work which is absolutely necessary in these four provinces if industry is to be developed, population increased and living standards improved.

### SHEDDIAC WORKSHOP

Prince Edward Island has been allotted a quota of eight students for the Farm Forum workshop to be held at Shediac the first week of October. The ideal participants will be the person who appreciates the necessity of rural adult education and sees in Farm Forum the practical program for carrying it out. In addition the students interested in Farm Forum should extend to a willingness to give some time and make some effort in promoting Farm Forums and encouraging them. They should see the value in Farm Forum as an important project for the rural community. Any person who is interested on the above basis is invited to contact Farm Forum, Box 99, Charlottetown, for additional information.

### HOG GRADES

Provincial member bodies of the Canadian Federation of Agriculture are being asked to review the question of changes in hog grades before the Dominion-Provincial Conference on agriculture in November. This matter of hog grades has been under consideration for some years and was originally held up by some producers and by a reluctance generally to go through the period of confusion which might result from re-classifying of hog grades and some changes in names.

Generally the proposed changes are aimed at lowering the weights for A's by five pounds and moving a number of hogs which are now being called B's into A grades finish and weight into A grades where on the basis of type and confirmation they should belong. Coupled with all this is of course the necessity of doing everything possible to improve hog quality in Canada in order that the industry may maintain its advantage price-wise and quality-wise over the thicker American hogs. Once again within the next two months Island hog producers will be asked to discuss the above matter and state their opinion.

### BEEF GRADES

Before the middle of November provincial Federations will be holding meetings which will likely be attended by livestock officials both Federal and provincial to discuss with and obtain opinions from farmers on proposed changes for beef grades. The consumer interest in and willingness to purchase meat of the commercial or C grade indicates the desirability of giving this grade recognition and standing as a desirable product. Generally only the two established grades have been marked with a band of red or blue ink in this practice has led to some discrimination against the top commercial or C grade, a product of good quality and in no way inferior nutritionally to the higher grades. The proposal that the top C grade should also be marked with a distinguishing brand and change in names introduced to the end

### FOR MINISTRY

James D. S. Ibbott, B.Sc., leaves today for Toronto where he will enter the University of Trinity College to study for the Ministry.

Mr. Ibbott, who is a son of Rev. Canon J. T. Ibbott, Rector of St. Paul's Anglican Church, Charlottetown, graduated from West Kent School in 1948 and from Prince of Wales College in 1952. He entered University of King's College and Dalhousie University Halifax, 1952, graduating in 1954 with Bachelor of Science Degree. For the past two years he has been professor of science at Prince of Wales College.

Mr. Ibbott has been a member of St. Paul's church choir and a Sunday School teacher for several years. During the past year he was Scout Master of the Church Scout Troop.

While at Prince of Wales, he spent three years in the Royal Canadian Air Cadets.

### Red Cross Tests At National Park Beaches

The Life Guards at the National Park Beaches carried out a sound educational programme this summer. Red Cross Water Safety classes were part of each day's activities and were greatly appreciated by many of the Park's guests.

Mr. Angus MacLaren, relief Life Guard conducted Red Cross tests at the different beaches and Mrs. Harry Cudmore tested the Life Guard candidates. The following candidates received awards: Brackley Beach, Life Guard - Instructor, George MacGuigan; Red Cross awards: Michelle Decory, Marc Archambeault, Carol Cameron, John Cameron.

Intermediates: Marie Archambeault, Yves Archambeault, Robert Decory, Paul deCroy, Jacques Archambeault, Cavendish Beach, Life Guard - Instructor - James Gallant; Red Cross Awards: Garry Coffin, Roger Coffin, Harry Holman, Mary Trimmings, Carl Bagnall, Joyce Bagnall.

Juniors: Walter Wyand, Harold Wyand, Heather Romney, Lawrence Nason.

Intermediates: Peter James, Kathy Wyand, Lee Horne.

Seniors: Gardiner MacNeill, Dalvay Beach, Life Guard - Instructor - Lee Sudsbury Red Cross awards: Beginners: Ella MacDonald, Judy Ford, Charlie Ford.

Intermediates: Winnifred Burt, David Likely, Susan MacLeod, Stanhope Beach, Life Guard - Instructor, Mr. Robert Hutcheson.

Red Cross Awards: Intermediates: Eva Lorway, Seniors: Monique Rivoux, Louise Smith, Ronnie Smith, Elvyn MacTague, Andrew Morrow, Jane Stevens, Judy Allan, Shelagh Hickey, Jeffrey Collinson, Bob Davie.

### THE CALL OF THE ISLAND

The west may keep the Rockies With their caps of snowy white. She may keep the proud old Totem Poles Symbol of the Indian's might.

She can keep the Fraser Canyon Where the waters splash like rain, And the wheat fields of the prairies On the prairies may remain.

Let Ontario keep Niagara With it's breath of foam and spray, And Quebec can keep her history And the wilderness of Gaspé.

Let New Brunswick have her woodland And the famed Reversing Falls, Let Nova Scotia keep Peggy's Cove Answer to the Artist's calls.

Newfoundland may keep her fishermen That around her wild coast roam, Where the lighthouse is a guiding light To guide the wanderer home.

From east to west I've wandered But no more again I'll roam, For my heart cries for "the Island" And the place I can call home.

Where you live but for the living And you dance for love of dance, And you sing for love of singing And laughter's not perchance.

You may wander through it's valleys Where a farmstead dots each mile, And the people have a friendly word, and a friendly hand, And the warmest kind of smile.

Where there is Spring and Summer sunshine And the falls are red and gold, And you hear the ring of sleigh bells In the season of the snow.

Each province has it's beauty,

But a home? No, not for me! For there is only one, my childhood home, On Prince Edward Island by the sea.

Helen Rose Eikhoud, Hamilton, Ontario.

## SHOP THIS WEEK FOR THESE SPECIAL BUYS AT GREENDALS

- Another shipment of Men's 2 Pant Suits just arrived. Nylon gab, flannels, etc. Plain and flecked patterns in grey, blue, brown and charcoal. **29.50**
- Men's Topcoats in gabardine, lycodas, etc. Sizes 36 to 46. Blue, fawns and greys. Values to 27.50. **16.95**
- The balance of our Men's Suits Less— **20% Discount**
- Men's Suede Leather Jackets, knitted collar, cuffs and bottoms. Special low price **14.95**
- Men's Wool Blazers and Sport Coats in all-wool tweed, etc. Values to 20.50. **16.95**
- Just arrived Men's Suburban Coats in newest shades and materials. **ALL SPECIALLY PRICED**
- Men's Wool Coat Sweaters, assorted colors and sizes. **3.95**
- MEN'S WORK SHIRTS. Values to 2.90. **1.95** | MEN'S WORK SOX ..... **45¢**
- Ladies' New Winter Coats in Tweed and plain materials. Priced from **29.50 to 99.50**
- Ladies' Dresses arriving daily including sheath styles, assorted colors. **4.95 to 29.50**
- Ladies' Super X Orion Sweaters. Pullovers and Cardigans. **6.95 & 8.95**
- Ladies' Sweaters in wool, orlon or Nylon in pullover or cardigan style. **2.95 to 5.95**
- Children's Winter Coats and Coat Sets. Sizes 3 to 14. **16.95 up**
- Children's Skirts in plaid wool or felt. Sizes 3 to 14. **1.95 & 2.95**
- CHILDREN'S BLOUSES **79¢ to 1.95**
- CHILDREN'S SLEEPERS **1.29 to 2.79**
- CHILDREN'S SWEATERS **2.49 and 2.95**
- Ladies' Black Velvet Slim Slacks **6.95**

**MEN'S STORE OPEN FRIDAY & SATURDAY EVENING**

# THE GREENDAL CO. LTD.

144 & 150 GREAT GEO. ST. CHARLOTTETOWN, P.E.I.

## BREADALBANE

Mr. and Mrs. Sterling Nicholson, their children Shirley, Joyce and Arthur, Breadalbane, were guests of Mr. and Mrs. Ivan Somers and Mr. and Mrs. Everett Somers, Charlottetown on Sunday, September 9.

Mr. and Mrs. Lorne Seaman, Breadalbane, visited Mr. and Mrs. Ian MacRae, Chatham, during the weekend of September 2.

Miss Annie Graham, Breadalbane, is a grade ten student at Summerside High School.

Miss Hazel Kennedy, Ottawa, was the guest of Mr. and Mrs. Ivan Kennedy, Breadalbane, during the week of September 9.

Mr. Ben MacDonald, Charlottetown, was a visitor at the home of his sister, Mrs. Hugh F. MacKay, Breadalbane, on Monday, September 2.

Mr. Bobby Patton, who spent his vacation with his uncle and aunt, Mr. and Mrs. Alex J. MacDonald, Breadalbane, recently returned to his home in Long Island.

Mr. and Mrs. W.J. Reid, Middleton, and Mrs. J. A. Bonnell, New York, were guests of Mr. and Mrs. Reggie Haslam, Springfield on August 26.

Mr. and Mrs. Millage MacLeod, Breadalbane, attended the MacLeod MacLaren wedding in Trinity United Church on Saturday, September 1.

On August 31, Mrs. Bruce Somers had as her guests her four sisters, Mrs. Willis Warren, Mrs. James Thompson, Mrs. Earl Reeves, Summerside, Mrs. Elmer Burt, Traveller's Rest, and her cousin, Mrs. Nelson MacLeod, Long River.

Mr. Wellington Murray, Breadalbane, and Mr. and Mrs. Emerson Murray, Fredericton, spent the weekend of September 9th at the home of Mr. and Mrs. Wesley C. Murray, Halifax.

Miss Lillian Stuart R.N., returned to Toronto on September 4 after spending an enjoyable vacation with her sister, Miss Mamie Stuart, and her father, Mr. Malcolm Stuart, Breadalbane.

Mr. and Mrs. Arthur Hampton, Miss Mary Inman, Craupud, Mr. and Mrs. Wilmot MacDonald, Craupud and Mrs. Robert Thompson, Manchester, New Hampshire, visited friends in this vicinity on August 31.

Bicky Van Ravenhurst, Royal Life Saving Society award Bronze Medallion: Ronnie Smith, Gaio Wortman, James Skinner, Jeffery Collinson.

Intermediate Certificate: Kathleen MacTague, Life Guard - Instructor - Mr. Donald Matthews; Red Cross Awards: Juniors: Marilyn Greening, Carol Dickie, Eva Lorway, Sue Davie, Winnie Burke, Susan Troeller, Ron Diamond, Norma Seeley. Intermediates: Tommy Skinner, Gloria MacKinnon.

## A COFFEE BREAK FOR THE LADIES

Yesterday morning the women delegates and the wives of the delegates attending the Canadian Tourist Association were guests of R. T. Holman's at a coffee party held in Holman's store in Charlottetown. Seen pouring are Mrs. E. B. Sharpless (left), wife of the General Manager of the Toronto Convention and Tour Association and Mrs. A. L. Venn, wife of the director of the Government Travel Bureau, Toronto.

Guardian Photo.

## P.C. Leader In Nfld. Predicts His Party Will Win 20 To 16

By GERALD FREEMAN  
Canadian Press Staff Writer  
ST. JOHN'S, Nfld. (CP)—In his first public comment on the Oct. 2 provincial election, Progressive Conservative leader Malcolm Hollett predicted Tuesday his party would win with at least 20 of the 36 seats at stake.

"Our party will win all seats except one on the Avalon Peninsula and we will win at least six seats off the Avalon Peninsula," he said. "We are strong in every one of them, and our strength is growing hourly. People everywhere are fed up with the almost total lack of representation which they have received from Liberal members these last eight years."

He would not say which one of the 15 seats he did not expect to win on the Avalon Peninsula, where much of the province's population is centred in eastern Newfoundland.

Mr. Hollett said his candidate in Grand Falls, Kenneth Griffin, "is receiving a truly wonderful reception everywhere he goes. He will undoubtedly beat the minister of public works by a substantial majority." Works Minister E. S. Spencer is running for re-election in Grand Falls. Mr. Hollett predicted other wins would come in Gander and Humber East and Humber West.

**PREMIER CONFIDENT**  
Meanwhile Premier Smallwood

## Governor-General Massey On Visit To Historic Quebec Area

By GUY RONDEAU  
Canadian Press Staff Writer  
TADOUSSAC, Que. (CP)—Governor-General Massey was officially welcomed to Quebec's Saguenay region Tuesday by the mayor of this historic town 135 miles northeast of Quebec City.

A 30-man band from Murray Bay, Que., standing stiffly on the Tadoussac wharf at the mouth of the cliff-lined Saguenay River, struck up a march when Mr. Massey, warmly dressed against chill weather, stepped down from HMCS Wallaceburg, shook hands with Mayor Victor Villeneuve and took a seat in a waiting limousine.

Official reception was at the convent of Les Petites Franciscaines de Marie, where the girl students sang Berlioz's "A Son Excellence, a song specially composed for the occasion.

**RECALLS EARLY DAYS**  
Mr. Massey, speaking in French recalled the famous names of Canadian history—Cartier, Champlain, Father Brebeuf — associated with the old Tadoussac trading post and expressed hope that the area would soon enjoy a growing prosperity.

He then motored to the ancient frame church built for the Montagnais Indian mission in 1717. As he entered, Mr. Massey rang the bell saved from the original chapel built in 1649 but later destroyed by fire. Services are no longer conducted in the chapel which now serves as a museum.

Mr. Massey later boarded the ship to continue his trip up the Saguenay to Port Alfred. From there he will make motor trips of Bagotville and its nearby RCAF base.

## WEEKEND SPECIALS

- JELLO, ..... 3 pkg. 29c
- Magic BAKING POWDER lb. tin 39c
- Broken PEKOE TEA ..... lb. 79c
- Jewel SHORTENING ..... lb. 29c
- Shankless PICNIC HAMS ..... lb. 45c
- TOMATO SOUP ... 4 tins 49c
- Peter Pan PEACHES ..... 2 tins 39c
- WIENERS ..... lb. 39c
- Peameal BACON ..... lb. 72c
- Creamery BUTTER ..... 2 lbs. 1.19
- Green TOMATOES ..... pk. 50c
- Large CAULIFLOWER HEAD .. 29c
- Pickling ONIONS ..... 10 lbs. 69c
- Heinz VINEGAR ..... gal. 98c
- CORN ON COB .... doz. 49c
- HONEY ..... 1 lb. pkg. 29c

## SAVE 10¢

ON Perfection EVAPORATED MILK WHEN YOU BUY Perfection Butter

Clip panel from wrapper—WORTH 10¢!

## ICE CREAM SPECIAL BRICK

Pt. 29c

6 TINS 79c

25 LB. BAG \$1.69

## MICHAEL'S GROCERY

Corner Longworth Ave. and Euston St. Dial 6421

## K & R Announcement

The K. & R. Shoe Store wish to announce that due to the closing out of the Fit-Rite Shoe Store we have added to our staff the qualified and experienced service of Mrs. Elsie Diamond.

Also that the stock reduction sale carries on with bargains for all the family.

158 QUEEN STREET.

## TONIGHT TONIGHT TONIGHT

# RUMMAGE SALE

Lobby of Empire Theatre from 7 to 9 p.m. tonight (Friday) only.

Sponsored by Junior Board of Trade.

## Tasty-tons

BY STEWART'S

Our baked goods are The first in favor And first in wholesome Home-style flavor.

Just like mother's! With that "something more" only a modern efficient baker can supply—That's Stewart's!

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