

Retiring Moderator Sees Growing Church Interest

By DON PEACOCK
Canadian Press Staff Writer
OTTAWA (CP) — Canada's increased wealth has brought Canadians greater opportunities for dissipation and self-indulgence, the moderator of the United Church of Canada said Wednesday night, but there is evidence of a rising interest in religion. "People today have more opportunity for self-indulgence and more money to engage in it with," said Rt. Rev. James S. Thomson, dean of McGill University's divinity faculty. "Corrupt elements in modern so-

ciety "are sufficiently active to forbid any complacent attitude of mind," he told an opening meeting of the 18th biennial council of the church. "Nevertheless, I discern a turning of the tide."
Dr. Thomson was addressing the night session of the council, which opened earlier Wednesday and continues until Friday of next week.

CHOOSE SUCCESSOR

A successor to Dr. Thomson was to be chosen following his address. About 400 delegates — half of

them ministers and half lay members of the church—spent most of the day getting registered and settled in homes of Ottawa United Church supporters. The council meetings opened with a communion service this afternoon. The delegates, from all provinces, will begin discussions of a host of topics this morning. Highlights of the council, first to be held in the capital since 1936, include a speech Friday night by Prime Minister Diefenbaker. His statements were included in a text of the speech issued to the press before delivery.

Rev. H. B. "Jim" Jones Speaks At The Marie U.C.

The finest service of the evangelistic mission in the Mount Stewart St. Peter's area, under Rev. H.B. (JIM) Jones of North Carolina was held in Marie United Church.

United Church, Mount Stewart, leading in the songs of praise. The choir, under the leadership of Roland Jay, gave two anthems "Behold, I stand at the Door" and "Some Bright Morning". The meetings continued Wednesday and Thursday in Bristol United Church.



ATTENDS RMC

Dominion Stores Present Brief On Food Distribution

Highlights from a brief presented Sept. 17, 1958 to the Royal Commission on Price Spreads of food products by Dominion Stores Limited at Toronto Ont. include the following:
"The retail segment of the spread covering the food production, processing and distribution sequence appears to have held to a reasonably constant proportion of the consumer food dollar for more than a decade."
"Retail food operating margins continue at a much lower level than obtaining throughout retailing generally. The retail food industry has maintained this low margin through improvements in distribution methods and an increased volume of sales and at the same time has been able to add numerous distribution services for the consumer."
EAT BETTER
"Canadians today eat better food, in greater variety, than in previous generations. In terms of hours of work, they pay less for their food today than ever before."
"Remarkable strides in (agriculture) production technology have had the effect of reducing primary costs. A spectacular advance in (agricultural) machinery may reduce cost of production, leaving cost of distribution the same, but proportionately higher."
"The distribution of the human element is proportionately more important than in factory or field production. Improvements in retail wages and benefits cannot always be offset by mechanization. Thus, the distribution sequence may be more subject to inflationary pressures than production and processing."
FRESH FISH
"Fresh fish is an example in which refrigeration in transportation and wholesale-retail distribution has increased the volume and brought a moderately priced product to many Canadian tables which formerly were not able to afford it. The price of fish has increased, but the price of meals through greater use of fish may be less than would otherwise have been the case."
"Improvements in the product through processing may increase the cost of bringing the product to the consumer, but such improvements may make it so much more acceptable that is volume of sales will increase, enabling some of the extra costs to be offset by economies of scale in production and distribution. Spinach is an example. Time was when it was 'dirt cheap and full of dirt'. Today processors and distributors take great care in handling this delicacy. The effect has been a vastly increased sale even though the cost has been increased by the additional handling."
KNOWS GRADES
"The Canadian housewife is a highly competent family purchasing agent who knows her grades, prices and real values. She is not concerned with providing her family merely with food, but with an appetizing quality and variety to make eating enjoyable."
"Grading, packing, refrigeration and careful handling of fresh fruits and vegetables have required an additional price. But

the process has provided a substantial saving to the consumer through the reduction in waste. "The cost of prepared and packaged baby foods is greater than for the equivalent in carrots, spinach or other ingredients, but the value added carried the judgment of the modern consumer."
"Working housewives feel that the extra cost for built-in maid service is less than they can earn in the time saved through using table-ready foods."
PACKAGING
"Packaging devices are sometimes criticized, but in the long run the value will be judged by the final arbiter, the consumer, in terms of good merchandise and elimination of wasted time and material."
"Co-operation between producer organizations, marketing boards, processors and distributors have made it possible to bring better variety and quality of food to outlying areas and have helped such areas to develop a higher standard of living."
"Production, processing and distribution of food are such interrelated and inter-dependent functions that at least from the broad viewpoint of overall responsibility to the Canadian public, we would recommend that the Federal and Provincial Governments extend the work they have been doing in encouraging and arranging for continuous collaboration."
"Introduction of non-foods, (which carry higher margins than foods) in some retail food stores has been an influence in holding food margins to a minimum."
"The major form of retail food advertising has always been the publicizing of available merchandise and prices, essential to the process of marketing and to informed consumption of food. While the novelty of some promotions in the recent years may have attracted dominant attention, they represent only a minor share of total advertising expenditures, which have not increased substantially as a percentage of sales income, especially considering the increased unit cost of advertising inherent in our expanding economy."
"Retail food advertising features the primary products that are in best supply, each week of

ATTENDS RMC

Robert Stuart of Mr. and Mrs. Leslie Stuart, Whim Road, and a member of last year's graduating class in Montague High School, has been accepted in R OTP and is attending Royal Military College, St. Jean, Quebec. Prior to his acceptance in ROAP he was offered a \$500 scholarship by Mount Allison University.

St. Peter's AYP A Holds Meeting

ST. PETER'S-St. Peter's Junior A.Y.P.A. met at the home of John Millar recently. President June Palmer conducted prayer. Scripture reading, St. Luke 6: 1 to 11 was read by Ronald Banks followed by reading Psalm twenty-eight.
Study period of "The Man Born Blind is Healed" was conducted by Gertrude Banks.
Baking committee for next meeting is Janet Palmer and Ella Dawson also programme committee John Millar and Gertrude Banks.

COMBINED AREA

The two large islands of New Zealand have a combined area of 102,000 square miles.

the year. This... has been of acknowledged value in agriculture and fisheries development and in consumer education."

"The key to successful food retailing has been fast turnover and low net earnings per unit of sale. Thus, in relation to sales, net earnings appear meagre, and returns to investors in many food distribution organizations represent a fraction of a cent per dollar of sales."

"Questions have been raised as to the probable future trend of price spreads. So far as the retail segment is concerned, there is little evidence to suggest that the buying public will be satisfied with a less attractive form of distribution for foods. Current evidence suggests that continuing technological developments will assure maximum distribution efficiency and a minimum of price spread in the years ahead."

MORELL THEATRE

SHOWING THURSDAY & FRIDAY THIS WEEK

"GIANT"

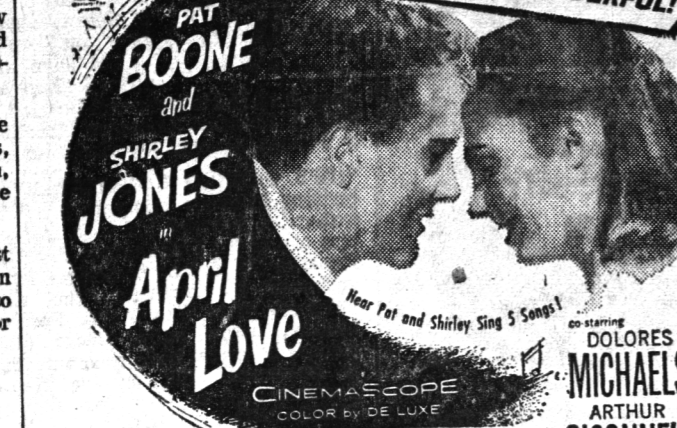
A George Stevens production from the novel by Edna Ferber. Starring Elizabeth Taylor, Rock Hudson, James Dean and presenting Carroll Baker. A picture of proud people. A love story, a cavalcade, a conflict of creeds—a personal drama of strong longings—a big story of big things and big feelings—This is joint. 202 minutes. Intermission. Prices: 50 and 25 8 o'clock

TONIGHT and THURSDAY DRIVE-IN NORTH RIVER

Box office Opens 7:30 Show at Dusk

The most WONDERFUL Entertainment that ever captivated your heart!

IT'S ALL AGLOW... AND ALL SO WONDERFUL!



PERSONALS
Miss Mae Gallant, waitress at the Island Grill, has arrived home to spend a month's vacation with her mother in St. Charles.

Rodeo, Thrill Circus Opens Tonight At Sports Arena

With a cast of 20 performers ready for 32 different events the "National Championship Rodeo and Thrill Circus" will move its big show into the Sports Arena for a three day run starting Thursday, Friday and Saturday at 8:15.



DOROTHY KEENAN

Some of the outstanding events to be seen at this big combination show include ace cowboy Roy Simpson and his talented horse "Trigger" Jr. plus Dorothy Keenan, National Champion Trick Rider; Gale Thomas, the brunette beauty with her famed movie horse, "Black Beauty", plus phenomenal 8-year-old tyke, Princess Nettie Lee, and many others.

Little Princess Nettie Lee, a blonde bombshell of the rodeo ring who soon will reach the ring old age of 8, is one of the winsome darlings of the Rodeo show. Riding horses since she was able to toddle, the little Princess is a specialist in trick riding on her pony. "Peanuts" standing in the saddle while her pony gallops through the arena. An unusual challenge to the riders and would-be riders in this area will be the appearance of "big Syd", a huge Brahma bull which tips the scales at more than a ton.

The Rodeo management is making a standing offer to such spectators of \$1,000 if any of them can stay aboard "Big Syd" for 10 seconds. There also will be a chance for cowboy-minded youngsters, aged 6 to 16, to pick up some prize money. Officials of the Rodeo are offering a \$1.00 prize to any youth in that age bracket who can ride "Toby", the Bucking Burro for 10 seconds.

Highlight of the action-packed Rodeo will be the contest events in bronc riding. Headlining the latter duel will be Dorothy Keenan, a comely gal who holds

the national title in Rope Spinning, the Original Lone Ranger—"Pat Henry" will also be starred. Ticket prices are \$1.25, with children under 12 being admitted for 50c. The opening show will be Thursday night at 8:15.

Court Session At Georgetown

GEORGETOWN — At Magistrates Court, Georgetown, on Wednesday, before Gilbert A. Gaudet a resident of Greenfield was fined \$50.00 and costs for driving a motor vehicle while his licence to drive was suspended. The same party was fined \$20.00 and costs for being intoxicated in a public place.
A resident of Commercial Cross was fined \$10.00 and costs for failing to transfer the registration of a motor vehicle.
A Murray Harbor resident was

fined \$10.00 and costs for speeding.
A resident of Lorne Valley was fined \$25.00 and costs for having possession of liquor not purchased from a vendor.
A resident of Cardigan, charged with assault, had sentence suspended for a period of two years and the accused entered into a recognizance in the amount of \$500.00 to keep the peace for two years.
Ian M. MacLeod, crown prosecutor for Kings, represented the crown in all cases.

GEORGETOWN

Mr. and Mrs. Norman Thompson returned to their home in Georgetown early in the week from a visit to Toronto and Hamilton and other centers in Ont. While in Toronto they attended the Canadian National Exhibition. Mr. and Mrs. Joe Benjamin and Mrs. Hatfield of Saint John, N.B., were recent guests at the home of Mr. and Mrs. H.P. George.
Mr. Harry Yorston and Mrs. Mary Yorston recently motored

to Souris where they visited Mrs. Yorston's grandson, Rev. Nathan Mair.

On Monday, Rev. W.A. Patterson motored to Charlottetown and was accompanied by Mr. and Mrs. Chester Walker and by Miss Rose Llewellyn, R.N., and Miss Janie Llewellyn.
Mrs. Aeneas MacDonald returned recently from a visit to Toronto, Ont., where she was the guest of relatives.

On Sunday, Sept. 7th, Captain and Mrs. H. Larsen and daughters, Marie and Linda and Miss Rose Llewellyn, R.N., and Miss Janie Llewellyn, motored to Souris and Fortune.

Congratulations are extended to Miss Gertrude Fitzgerald, R.N., daughter of Mr. and Mrs. W.J. Fitzgerald on successfully passing her Registered Nurses

- 1 used refrigerator 75.00
- Used Washers, electric and gas 50.00
- Montague Electric Co. PHONE 92 MONTAGUE

NOTICE TO PATRIOT SUBSCRIBERS

Patriot subscription accounts may be paid at the Montague, Souris or Summerside offices of The Guardian and The Patriot.

The Guardian — The Patriot

Ernest Hemingway's
AREWELL TO ARMS
ONE OF THE MOST MOMENTOUS ENTERTAINMENT EVENTS IN MOTION PICTURE HISTORY!
starring ROCK HUDSON JENNIFER JONES VITTORIO DE SICA
STARTING TOMORROW **CAPITOL** TODAY FRI. - SAT.
NOTE—MATINEE 3:00 EVENING 6:30-9:10 PRICES MATINEE 25c & 50c EVENING 75c

NOW - FROM LEVER BROTHERS...
extra the great NEW BLUE laundry detergent!
with IMPORTED ENGLISH CHINAWARE
in every package
Try EXTRA, the great new, blue detergent from Lever Brothers, the very next time you do the family wash. It really does get clothes extra white... extra bright... extra clean... yet EXTRA costs no more than other leading laundry detergents. And every package of EXTRA contains at least one piece of beautiful ROSE BOUQUET English chinaware.
Every GIANT-SIZE EXTRA contains a fruit dish or bread-and-butter plate!
Every KING-SIZE EXTRA contains a cup-and-saucer set or dinner plate!
Additional pieces are EXTRA easy to collect! You can get cereal bowls, 'cream and sugar', meat platter, etc., to complete your set. See instructions printed on every package of EXTRA.

See how easily... how quickly you can collect a complete set of exclusive ROSE BOUQUET 22-carat gold-bordered English chinaware!

for extra clean extra white washes