ON THE AIR

FRIDAY PROGRAMS

CFCY-TV — CHANNEL 13

1.30 p.m.—Afternoon Musicale
1.50 p.m.—Sign On
1.55 p.m.—News & Weather
2.00 p.m.—Chez Helene
2.15 p.m.—Nursery School
2.30 p.m.—Show Business
3.00 p.m.—Trouble With Fathe
3.30 p.m.—Open House
4.00 p.m.—P.M. Party
4.30 p.m.—Sportstime
5.00 p.m.—Tidewater Tramp
5:30 p.m.—Mighty Mouse Playhouse
6.00 p.m.—Cartoon Carnival
6:50 p.m.—CFCY TV News and Weather
7:00 p.m.—Gazette
7:30 p.m.—Fantasy Playhouse—
9.00 p.m.—Country Hoedown
9.30 p.m.—Four Just Men
10.00 p.m.—Flying Doctor
10:30 p.m.—Gunsmoke
11.00 p.m.—Cavalcade of Sports
11.45 p.m.—Jim Coleman
12:00 a.m.—CBC TV News
12:14 a.m.—Local Weather
12:15 a.m.—Viewpoint

CKCW-TV — CHANNEL 3

8:00 a.m.—Station Sign On The Living World
8:15 a.m.—Television News
8:25 a.m.—Weather and Sports
8:30 a.m.—Turner's Corner
9:15 a.m.—At Home With Helen Crocker
10:00 a.m.—Romper Room
11:00 a.m.—Turners Corner
12:00 noon—Television News
12:10 p.m.—Weather and Sports
12.15 p.m.—Friday Playbill Test Pattern Music
12.45 p.m.—Double Deal
2.00 p.m.—Chez Helene
2.15 p.m.—Nursery School
2.30 p.m.—Cartoon Theatre
3:00 p.m.—It's A Great Life
3.30 p.m.—Open House
4.00 p.m.—P.M. Party
4.30 p.m.—Sports Time
5.00 p.m.—Tidewater Tramp
5:30 p.m.—Mighty Mouse
6.00 p.m.—Nations Business
6.15 p.m.—Supper Club News
6:25 p.m.—Supper Club
6:35 p.m.—Weather
6:40 p.m.—Supper Club
6:50 p.m.—Sports
7.00 p.m.—CKCW Anniversar
7:30 p.m.—Sabre of London
8:00 p.m.—Gunsmoke
8:30 p.m.—Bachelor Father
9.00 p.m.—Country Calendar
9.30 p.m.—Four Just Men
10.00 p.m.—Flying Doctor
10.30 p.m.—Mike Hammer
11.00 p.m.—Cavalcade of Sports
11.45 p.m.—Jim Coleman
12:00 p.m.—CBC News
12:15 a.m.—CKCW News
12:20 a.m.—Showcase No Time For Flowers

CFCY RADIO

FRIDAY

6;55—Sign On
6;57—News Headlines & Weather
7;00—Hebrew Christian Hour
7;15—Country & Western Roundup
7;30—News & Weather
7;35—Musical Interlude
7;40—Farm Reporter
7;50—Musical Interlude
8;00—News
8;11—Weather
8;16—Country & Western Roundup
8;45—Weather
8;50—News
9;00—Morning Devotions
9;10—Morning Moods
9;30—Top Tune Time
9;45—Morning Moods
9;55—Cliff's Kitchen
10;00—News
10;05—Magazine of the Air
10;30—Melody Parade
10;45—Money Man
11;00—News Headlines & Weather
11;02—Women's Institute Bdcst
11;17—Magic of Music
12;00—Weather
12;05—Rhythm Roundup
12;30—News & Weather
12;45—Rhythm Roundup
1;00—News Headlines & Weather
1;02—Maritime Farm Bdcst
1;32—Jane Grey Show
1;37—Interlude
1;45—School Bdcst
2;00—School Bdcst
2;15—Tommy Hunter Show
2;45—Best On Request
3;00—News Headlines & Weather
3;02—Best On Request
4;00—News & Weather
4;05—Best On Request
4;30—Flour Program
4;35—The Outports
5;00—News & Weather
5;05—The Outports
6;00—News & Weather
6;10—Musical Interlude
6;15—Music for You
7;00—Sports Roundup
7;05—Music for You
7;30—News & Weather
7;45—Back to the Bible
8;15—Don Messer's Islanders
8;30—Tonight's Music
9;00—Assignment
10;00—News & Inland & Marine Weather
10;15—Starlight Serenade
10;30—Old Time Ballroom
11;00—Starlight Serenade
12;00—Dominion News
12;10—Sign Off

CBA RADIO

FRIDAY

7.15—Marine Weather & Fill
7.30—News, Sports, Weather
7.35—A.M. Chronicle
8.00—News
8.15—Maritime Sportscast
8.20—A.M. Chronicle
8.45—Morning Devotions
9.00—News
9.05—A.M. Chronicle
9.55—News
10.00—A.M. Chronicle
10.45—Joan Marshall
10.55—For Consumers
11.00—News
11.03—For Piano
11.15—Kindergarten Of The Air
11.30—Court Of Opinion
12.00—Jamboree Junction
12.30—Maritime Farm Broadcast
1.00—News, Weather
1.15—Much Ado About Music
1.30—Curtain Time
1.45—National School Broadcast
2.15—Tommy Hunter Show
2.45—John Drainie Tells His Story
3.00—News
3.03—Trans-Canada Matinee
4.00—Variety Hour
5.00—News
5.04—Maritime Fish Broadcast
5.30—Tempo
6.00—News, Weather
6.15—Reg. Commentary, Mar. Sportscast, Mus. Interjude
6.30—Tempo
7.00—News
7.10—Byline
7.15—Music
7.30—Rawhide & Music
8.00—Teen Tempo & Music
8.25—Tempo
8.30—Ask The Weatherman
8.45—Nation's Business
9.00—Songs Of My People
9.30—CBC Symphony
11.00—News & Talk
11.30—Anthology
12.00—Here's The Weather & Sign Off

TONIGHT!
Listen to
"MARKET REPORT"
by
The Eastern Trust Company
at
5.50 p.m. on CBA

Misleading Advertising Criticized In Food Sales

OTTAWA (CP)—Drafting of a code of ethics designed to guide food buyers and cut down misleading advertising is proposed by the royal commission on food price spreads.

Its report, made public today, urges that the Association of Canadian Advertisers in co-operation with the food industry draw up and administer such a code.

The commission characterizes this as part of a "defence of the sovereignty of the consumer" and of the widest intelligent choice on the part of the consumer.

The report makes a number of findings about the growth of advertising—spending on it rose almost 400 per cent between 1949 and 1957—and about the proportion it represents of everything added to the cost of food after it leaves the farm—about five per cent in 1957, more than double the 1949 proportion.

FACILITATE CHOICE

Dr. Andrew Stewart, commission chairman, told a press conference that the idea behind this and other proposals for consumer protection is that "consumer welfare is served by measures which facilitate informed choice."

". . . If the increase in the price spread of food products is to be checked, or slowed down, legislation and the administration of policies under legislation should be directed more by the criteria of the general or consumer welfare."

On the basis of this philosophy, the commission also recommends:

1. A consumers' office in the justice department to which the views and representations of consumers might be taken and which would publicize measures to protect consumers and services available to them.

2. Continued efforts by government departments in co-operation with the trade towards more informative labelling, standardization of container sizes and simplification of grading.

3. Where stamp plans are in effect, the retailer be required to offer the buyer a specified cash discount as an alternative.

MAJOR FACTOR

The fivefold rise in advertising expenditure as food moves from farm to shopping basket was by far the greatest increase in all the things added to the food marketing bill although it represented only five per cent of the total bill.

Advertising spending varied considerably at different stages of the marketing process. The food processors' share of total advertising rose steadily in the period until it reached 80 per cent in 1957.

At the same time, the relative importance of advertising by wholesalers and retailers declined. Among the retailers, food chains increased their advertising over that done by independent retailers.

Against this background, the commission commented particularly on the growth of television advertising and on advertising rates in newspapers, popular magazines and business publications.

TV accounted for the greatest part of the increase in total advertising spending, due partly to the emergence and rapid growth of TV in the 1950s. Rates for advertising in publications rose moderately in the period.

In general, the commission said advertising, by obtaining public acceptance of new products, contributes to the growth of the economy. Simple and direct advertising added to the consumer's welfare by enabling him to make informed choices in disposing of new income.

But the commission expressed reservations about some kinds of advertising. All were agreed that false advertising should be prevented.

"Misleading" advertising and promotion were a tougher problem. It would be interesting to know the time and expense involved in advertising by competing firms to assure consumers their product is the best.

"The ultimate misconception to which people can be led is that anything in the market is 'free'."

Consumers might never find out whether they were being misled by being induced to buy something said to be better.

The commission was reluctant to accept the argument that where consumers find they are misled, the lesson is to use better judgment next time. With new products the consumer had no way of knowing, until after buying, whether she wants it.

"For this reason, we feel that any argument that condones misleading advertising indicates cynical disregard for the welfare of the consumer."

Regarding labelling and packaging, the report said complaints were expressed that multiplicity of packages, varieties and brands confuse the consumer.

The commission's view was that in general variety offers the consumer more choices. But in view of the great variety of offerings the public welfare and the consumers' welfare is assured 'only if and in so far as the merchant accepts his clear responsibility to assist the consumer to make informed choices among the alternatives offered."

Certain simple ways of doing this at little or no additional cost to the merchant included ready identification of price, clear marking of volume and weight of contents and clearly recognized, consistently applied and meaningful designations of quality.

The commission drew attention to a section of the Food and Drugs Act which says no one shall label, package, treat, process, sell or advertise any food in a manner that is false, misleading, deceptive or likely to create an erroneous impression regarding its character, value, quantity, composition, merit of safety.

The report commends the government's proposed amendment to make it a crime to promote sale or use of an article through "any materially misleading representation" about the price of the article or similar articles.

In proposing a consumer office in the justice department is another consumer protection device, the commission says governments too often seem to direct their efforts towards welfare of particular groups without regard for the effects on the larger unorganized and inarticulate body of consumers.

". . . The welfare of the consumer cannot be assumed to be secured by the decisions of large industrial organizations."

The Canadian Association of Consumers could act as a channel of communications but both it and the individual consumer would be helped if there were some office to which particular representations could be taken.

CONTRACT BRIDGE

By B. JAY BECKER

QUIZ

You are the dealer, neither side vulnerable, and have opened One Diamond. Partner has responded One Heart. What would you now bid with each of the following four hands?

1. ♠A75 ♥KJ6 ♦AQ8642 ♣3
2. ♠A874 ♥— ♦AK7652 ♣AJ9
3. ♠A8 ♥QJ54 ♦AK83 ♣KQ6
4. ♠4 ♥K874 ♦AJ92 ♣AQ95

1. Two hearts. The opening bid of one in a suit ordinarily has a range of from 12 to 21 high - card points. Similarly, a very wide range of distributional patterns can be held. It is therefore important for the opening bidder, after his partner responds, to identify the nature of his hand, both as to high-card strength and distributional values.

Minimum hands are identified by making signoff rebids, while markedly better hands are usually identified by making jump rebids. In the present case, with only 14 high-card points, the choice of rebids rests between two hearts and two diamonds. Both bids suggest minimum values, but the two heart bid is more encouraging because it reveals a heart fit. Counting the distributional features which elevate the value of the hand, the rebid chosen is the one that is more likely to induce another response from partner.

2. One spade. While there is sufficient surplus strength to justify a jump rebid of three diamonds, the spade bid is preferred. The heart response warning of a possible misfit, removes some of the glitter the hand originally held. The spade bid, though it begins to paint a distributional picture of the hand, leaves open the question of the high-card strength of the opening bid. The ambiguity is deliberately created on the first rebid. The bidding is kept low in an effort to discover at a safe level whether a misfit exists.

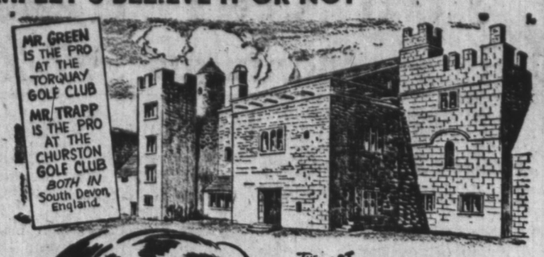
3. Four hearts. It would be decidedly pessimistic to assume the opponents could take four tricks once partner has responded with a heart. To raise to only three hearts, which urges but does not command partner to bid again, might place an unnecessary burden upon him and could result in the loss of a game

The direct leap to game shows about 20 points. It therefore simultaneously suggests the possibility of a slam.

4. Three hearts. Although the hand started as not much more than a minimum opening bid, the favorable heart response lends enough value to it to justify a jump raise. Distribution plays an important role in many hands and high - card point count is not necessarily the controlling factor in such hands.

The heart response raises the overall value of the hand at least 3 or 4 points. The extra values and the good trump support are best represented by a jump raise.

RIPLEY'S BELIEVE IT OR NOT



William THOMPSON (1824-1907) WHOSE ONLY TEACHER WAS HIS FATHER WAS ENROLLED AT THE UNIVERSITY OF GLASGOW *AT THE AGE OF 10* AS LORD KELVIN, HE BECAME THE MOST BRILLIANT SCIENTIST OF HIS TIME

THE MOST AMAZING WINDFALL IN HISTORY!

DALSTON HALL in England WAS BOUGHT BY AN INSURANCE CLERK NAMED JOHN SOWERBY WHO PAID ONLY $25 FOR AN OVERDUE GALLEON THAT WAS PRESUMED LOST AT SEA—AND WHEN HIS SHIP CAME IN ONLY 3 WEEKS LATER *SOLD IT FOR $3,500,000*

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THE FIRST GRISTMILL in the Wyoming Valley, Pa., CONSISTED OF A MORTAR MADE BY BURNING OUT A TREE TRUNK AND A PESTLE THAT WAS RAISED AFTER EACH STROKE *BY ATTACHING IT TO A BENT SAPLING*

DAILY CROSSWORD

ACROSS
1. Savor
6. Lumps of earth
11. Foreign
12. Mohammedan nymph
13. Belgian commune
14. Mr. Flynn
15. Fibs
16. Bounder
17. Norse god
18. Ahead
19. Habitual drunkard
20. Bog
21. Pasture grass
24. Tobacco kiln
25. Reply
27. Mongoloid tribe member
29. Comes in
32. Vat
33. Back
34. And (L.)
35. Gold (her.)
36. Roulette bet
37. Couch
39. Stranger
41. Arboreal mammal
42. Smoothing tool
43. Ascend
44. Dispatches
45. Apportions

DOWN
1. Old Rough-and-Ready (U. S. President)
2. Like Swiss mountains
3. Title of respect
4. Golf pins
5. Half ems
6. Defraud
7. A peer
8. Belonging to us
9. Flocks
10. Not talking
16. Policemen (slang)
19. Distress signal
20. Lose color
22. Dull
23. Macmillan's house number
24. Toronto's province (abbr.)
26. Biblical name
27. Bends
28. Barrier to be surmounted
30. Rubbish
31. Gazes
33. Happens
36. Curve
37. Whithered (var.)
38. Leave out
40. —— Cupid
41. Escape (slang)

A	P	A	C	E		F	L	A	M	E
R	E	L	A	Y		L	A	P	I	N
E	L	I	T	E		O	V	E	N	S
N	E	A	T		P	E	E		E	N
A	S	S	A	I	L	S		F	R	A
				L	E		S	E	A	R
W	I	L	L	I	A	M	T	E	L	L
A	N	I	S		S	I	R			
L	E	T		B	E	G	O	N	I	A
K	A		B	I	D		B	I	N	G
O	R	A	L	E		F	I	N	A	L
U	T	H	E	R		A	L	O	N	E
T	H	A	W	S		T	E	N	E	T

Yesterday's Answer

12-4

DAILY CRYPTOQUOTE — Here's how to work it:

A X Y D L B A A X R
is L O N G F E L L O W

One letter simply stands for another. In this sample A is used for the three L's, X for the two O's, etc. Single letters, apostrophes, the length and formation of the words are all hints. Each day the code letters are different.

A Cryptogram Quotation

CLO AIFTNL SLMLZ BID RTD ITA: RL FIDR'V ORL MTNL YHQ DGIZ'V ORL SIAL—DBTKO.

Yesterday's Cryptoquote: I MUST BE MEASURED BY MY SOUL: THE MIND'S THE STANDARD OF THE MAN—WATTS.

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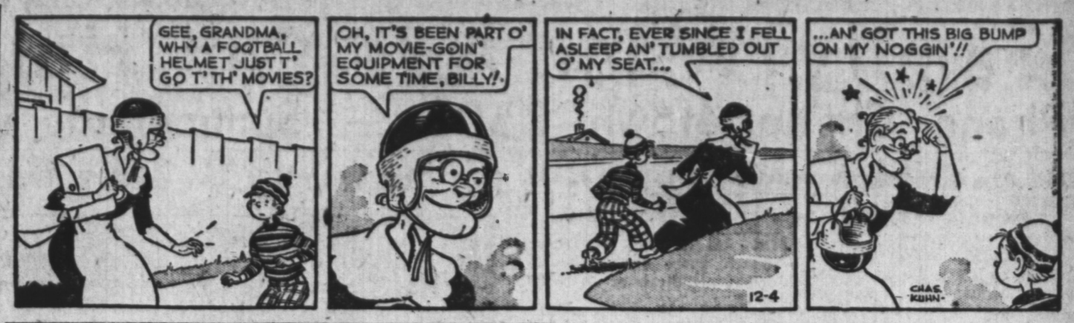
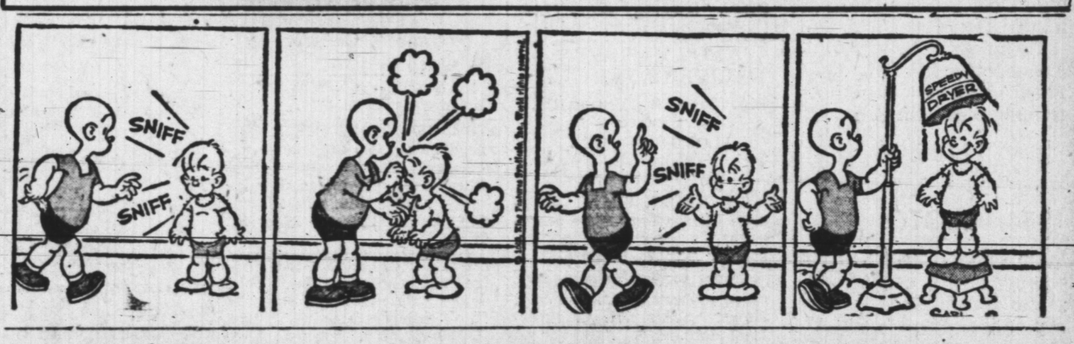
ETTA KETT

OUR BOARDING HOUSE MAJOR HOOPLE

GRANDMA NUBBIN · MICKEY MOUSE · STEWART MacKAY · HENRY · SECRET AGENT X-9 · THE LONE RANGER · MUGS & SKEETER · JOE PALOOKA · L'IL ABNER



Open 'til 9 o'clock Saturdays until Christmas

Lay-Away Plan

Guaranteed To Go Or We Pay The Tow!
Firestone
TOWN AND COUNTRY TIRES
● We trade for any size new or used tires ●
FREE Christmas turkey with every Firestone TV, Washer, dryer, refrigerator, stove.
FIRESTONE HOME & AUTO CO. LTD.
Charlottetown Summerside