

# Democrats Misjudged Boom Electing Reagan Governor

LOS ANGELES (AP)—There was the candidate: Ronald Reagan, whose boyish smile and movie star's glamor masked a keen political instinct and a politician's fierce desire to win.

And there was the state: California, wealthier than most countries, its population growing by more than 1,000 a day—filled with problems and ripe for political change.

Then there was the governor: Edmund G. Brown, 61. His face had grown familiar over eight years in which he offered new

the dying days of the 1964 presidential campaign. Thousands of California Goldwater supporters, unhappy about his impending defeat, were cheered one night when they watched their television sets and saw Reagan give an impassioned, filmed appeal for Goldwater campaign funds.

Many wrote him letters urging him to run for governor. Others, wealthier, and more practical, offered to finance his campaign. Letters reached the thousands. At night, Reagan and his wife, Nancy, would meet with friends, discussing whether he should run.

**BACKED BY EXTREMIST**

At one of these sessions, a friend, Dr. W. S. McBirnie, a Glendale radio commentator who Democrats later called a right-wing extremist, suggested a name for Reagan's philosophy — the "creative society." It stuck and became the theme of the campaign.

Finally a friend called on William Roberts, a partner in the public relations campaign counseling firm of Spencer, Roberts and Associates. He asked Reagan to talk to Roberts.

There were many meetings and then Roberts and his two partners — aware of the men putting up Reagan's money — told Reagan, "we don't want to handle another Goldwater."

"He said he didn't want to be one," Roberts recalled. Reagan said "let's go."

The Reagan campaign elicited from the beginning.

What does the future hold for California? Immediate installation of Reagan's Creative Society, with its promise to let private enterprise do many of the jobs the state now performs.

## ON THE AIR

The following program listings are published free of charge as a public service and appear as presented to us by the stations concerned.

### WEDNESDAY PROGRAMS

- CFCY-TV**
- 1:30 p.m.—Musical
  - 2:00 p.m.—Emergency Ward 10
  - 2:30 p.m.—25 Under Par
  - 3:00 p.m.—Take 30
  - 3:30 p.m.—Edge of Night
  - 4:00 p.m.—Communicate
  - 4:31 p.m.—Time for Adventure
  - 5:00 p.m.—Rin Tin Tin
  - 5:30 p.m.—Music Hop
  - 6:00 p.m.—Western Business
  - 6:15 p.m.—Live Longer
  - 6:30 p.m.—Gazette
  - 7:00 p.m.—CFCY TV News
  - 7:15 p.m.—Robin Hood Buckboard
  - 7:20 p.m.—Changing Schools for Changing Worlds
  - 7:30 p.m.—Dean Martin Show
  - 8:30 p.m.—Bewitched
  - 9:00 p.m.—Green Acres (Color)
  - 9:30 p.m.—Music Canes — Percy Faith
- CKCW-TV**
- 9:57 a.m.—Station Sign On
  - 10:00 a.m.—Canadian Schools
  - 10:30 a.m.—Nova Scotia School
  - 11:30 a.m.—Friendly Giant
  - 11:45 a.m.—Chez Helena
  - 12:00 p.m.—Butternut Square
  - 12:25 p.m.—Emergency Ward 10
  - 12:55 p.m.—CBC TV News
  - 1:00 p.m.—Playbill
  - 1:00 p.m.—China Doll
  - 2:30 p.m.—At Home With Helen Crocker
  - 3:00 p.m.—Take Thirty
  - 3:30 p.m.—Edge of Night
  - 4:00 p.m.—Communicate
  - 4:31 p.m.—Time for Adventure
  - 5:00 p.m.—Funtime
  - 5:30 p.m.—Woody Woodpecker
  - 6:00 p.m.—Nations Business
  - 6:15 p.m.—Supper Club
  - 6:17 p.m.—LTV News
  - 6:25 p.m.—LTV Weather
  - 6:30 p.m.—LTV Sports
  - 6:35 p.m.—Supper Club
  - 7:00 p.m.—Take A Chance
  - 7:30 p.m.—The Flintstones
  - 8:00 p.m.—Sugar Foot
  - 9:00 p.m.—Green Acres
  - 9:30 p.m.—Big House (C)

### MISJUDGED BY DEMOCRATS

The Democrats guessed wrong about Ronald Reagan, the 55-year-old star of dozens of movies and scores of television shows.

They knew he was tall, handsome, still youthful-looking, charming and a powerful public speaker. But they said Reagan's inexperience and his 1964 support of Barry Goldwater as president would prevent him from winning.

The Democrats ignored the lesson of 1964, when another actor, Republican George Murphy, got an initial boost from his show business reputation and went on to win one of California's U.S. Senate seats. The Reagan boom began in

## Parliament Aids Industry To Develop New Technology

By JAMES NELSON

OTTAWA (CP)—Parliament has voted \$13,700,000 in the last two years to encourage Canadian industry to develop and follow through on new industrial technology. It hopes the money will be an investment which will be returned to the treasury and pay dividends in sound industrial development.

The industry department recently reported that in the firm's full year of the program, which began in July, 1965, it invested \$11,386,500 in 36 projects. This has been matched dollar-for-dollar by industry, thus producing \$22,773,000 worth of new enterprise.

The program is known as PAIT, which stands for the industry department's program

## Parliament Aids Industry To Develop New Technology

for the advancement of industrial technology. Under it, the government will underwrite specific development projects which embody a significant technical advance and offer good prospects of commercial exploitation.

The government will put up half the money required to develop a new product or process approved by the industry department. If the project is commercially successful, the firm putting up the other half of the funds is expected to repay the government's share out of sales income over a period of several years.

**38 PROJECTS FINANCED**

Products and processes which increase productivity and tech-

## Agriculturists Nominated To Hall Of Fame

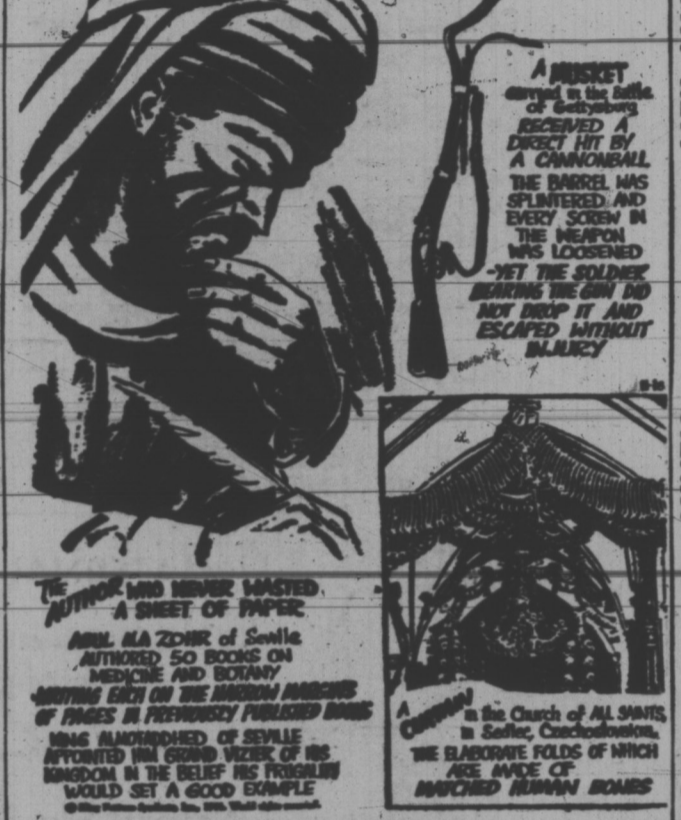
TORONTO (CP)—Three Canadian agriculturists have been nominated posthumously to the Agricultural Hall of Fame.

They are: Fred Hodson, Canada's first livestock commissioner; Dr. James Mills, first president of the Ontario Agricultural College, Guelph; and Dr. W. J. Rutherford, a former deputy minister of agriculture for Saskatchewan and the first dean of the faculty of agriculture at the University of Saskatchewan.

Portraits of the men were unveiled Sunday at the Royal Agricultural Winter Fair.

The Canadian Hall of Fame Association recognizes men and women who have made an outstanding contribution to agriculture in Canada. Sixty-three persons have been nominated to date.

## RIPLEY'S BELIEVE IT OR NOT



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- ACROSS**
1. "Venerable"
  2. Rabbit's tail
  3. Apple drink
  4. Fertile spot in the Sahara
  5. Related
  6. Hire
  7. Ignited
  8. Anglo-Bosnia war
  9. For example: abbr.
  10. Half an am.
  11. Weight system
  12. Relative: abbr.
  13. Chess piece
  14. Approve
  15. Laundry machines
  16. Mine entrance
  17. "The Last Frontier" state
  18. Knave of clubs in 100
  19. Hideous
  20. Exclamations
  21. Ancestor of Irish
  22. Addition sign
  23. Single unit
  24. Experts
  25. "Leaning Tower" city
  26. African
  27. Chef's specialty
  28. Girl's name
- DOWN**
1. Riviera bathing suit
  2. To "blue pencil"
  3. Sanctum
  4. Hesitation sound
  5. Nickname for Junior
  6. Enclosure
  7. All fifty
  8. Cattle
  9. Joshua's companion
  10. Edible bulbs
  11. Gullit
  12. Demons
  13. Promote
  14. Game fish
  15. Do the crawl
  16. Beech
  17. Old measure of length
  18. Famous naturalist
  19. Sunflower State
  20. Forward sym.
  21. Madame
  22. Wharf
  23. Lubricates
  24. Past
  25. French resort
  26. Samaritan

**DAILY CRYPTOQUOTE — Here's how to work it:**

AXYDLBAAXE  
LONGFELLOW

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**

FM FV TMMNE MG DAMDJ NAC  
INS IPKSLM MSD IFBE MG IFA  
FM.—KGLBRLV KBNJMSLJ

Yesterday's Cryptogram: THINGS DO NOT HAPPEN IN THIS WORLD—THEY ARE BROUGHT ABOUT.—WILL HAYE

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## CONTRACT BRIDGE

By R. JAY BLOEKER

South dealer.  
North-South vulnerable.

making four, but also another 100 points for the one-trick defeat.

The principle is illustrated here. South is in four spades and gets a club lead. The possible losers are a heart, a diamond, and an indefinite number of spades. How many spade tricks he loses depends on how the trumps are divided and how he plays the suit.

After winning the ace of clubs South plays the ace of spades East producing the jack. If declarer now makes the mistake of leading the king, he is defeated because he must eventually lose two trump tricks, as well as a heart and a diamond.

However, he should not cash the king after seeing East's jack fall. There is a clear danger that the jack is a singleton, in which case the king lead would prove fatal.

South should protect himself by leading a low spade towards the ten at trick three. In the actual hand, this play proves successful and he makes the contract as a result. West scores only one trump trick regardless of how he defends.

When the jack appears South should reason that it is either a singleton or part of the Q-J doubleton. By next leading low he limits himself to one trump loser. While it is true that this safety play will cost him a trick if East has the Q-J doubleton, the 30 points can easily be spared in order to insure the contract.

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