

Business Men Consider Trade Pact With Japan

VANCOUVER (CP)—Ignorance of the Canadian market and lack of a Japanese selling program were blamed here by business men of both countries for the lopsided balance of trade between them last year.

A score of Japanese business men met with their opposite numbers here in an effort to discover why Canada sold Japan \$118,000,000 worth of goods last year while she bought only \$13,000,000 in return.

The Japanese trade mission, which arrived here Monday, is returning the visit of 60 Canadian business men who visited the Orient early in April.

George D. Granville of Woodward stores told the Japanese "your quality is excellent and your prices right, but many of your samples are inadequate and designed for Southeast Asia."

H. B. Kirkpatrick of Marshall Wells said it was necessary to overcome the resentment of pre-war low quality Japanese goods. "Let Canadians know what you are going to sell them."

Japanese head delegate Yosaburo Ito said three of his country's trading companies will establish branches here soon. "I think the real understanding of mutual problems has begun at last," he said.

Importers of textiles, toys, bicycles, chemicals, optical goods and electrical appliances from Japan agreed the quality had improved tremendously since the war.

But Vancouver delegates also said the Canadian dollar must be recognized in Japan with that of the United States. Trade would be further eased if Japanese manufacturers and their products were catalogued and quotations were handled by the decimal instead of the metric system.

Meanwhile, it was made known that Vancouver importers are holding thousands of dollars worth of Japanese goods in bonded warehouses waiting for Ottawa to slash tariffs under the new trade treaty.

Business men said Ottawa is guarding the effective tariff date to nullify gambling in Japanese goods now in Canada.

Fellowship Goes To Man Acquired In Espionage Case

OTTAWA (CP)—The government said Thursday that a fellowship was awarded recently by the Royal Society of Canada to Dr. Israel Halperin, who was acquitted on charges of spying for Russia in 1946.

However, the government in a return tabled in the Commons said it had nothing to do with the award of the fellowship to the 42-year-old assistant professor of

Public Works Contracts Let

OTTAWA (CP)—Contracts totaling \$4,243,862 were awarded by the public works department during May, it was announced Thursday.

The amount included \$3,263,613 for new works, \$433,335 for repair and maintenance of existing structures, and \$546,714 for dredging contracts. Major contracts included:

Hantsport, Hants County, N. S.: Reconstruction of wharf, Mosner and Radding Limited, Liverpool, N. S., \$220,459.
Dredging contracts: Chesic, Lunenburg County, N. S.: J. P. Porter Co. Ltd., Montreal, \$90,992.
Cripple Creek, Shelburne County N. S.: J. P. Porter Co. Ltd., Montreal, \$23,800.
Yarmouth, Yarmouth County, N. S.: J. P. Porter Co. Ltd., Montreal, \$345,475.
Caisie Cape, N. B.: Roger Leblanc, Buctouche, N. B., \$10,290.
Campbellton, N. B.: J. P. Porter Co. Ltd., Montreal, \$13,300.
Dalhousie, N. B.: J. P. Porter Co. Ltd., Montreal, \$33,155.
Point Sapin, N. B.: Yvon Leger, St. Anthony, N. B., \$5,952.

U. S. To Deport Scot As Red

BUFFALO, N. Y. (AP)—A 71-year-old Scotsman, ordered deported from the United States on the ground he had been an alien Communist, plans to return to Scotland with \$30,000 in savings.

James Cook Campbell has lived in the U. S. for 47 years and has run an auto battery business here for 27 years.

The immigration service issued a deportation order Wednesday. Campbell had testified at a hearing that he was a dues-paying member of the Communist party in the U. S. in the early 1930s.

Campbell told reporters he would not appeal the deportation order although he considered that "this is still the greatest country in the world."

He said he had no relatives left but would go back to his native Airdrie, Scotland.

mathematics at Queen's University, Kingston, Ont.

"The fellowship in question was one of a number awarded annually by the Royal Society of Canada from blocked funds made available to the government of Canada by certain foreign governments in settlement of debts," the return said.

"Portions of these blocked funds have been set aside for scholarships and fellowships by agreement with the governments concerned. The selection of scholars and fellows is made by and on the sole responsibility of the Royal Society of Canada, which is of course independent of the government."

Masters Degree



Above is Mr. Jack A. Cutcliffe, son of Mr. and Mrs. N. Aubrey Cutcliffe, Fredericton, P. E. I., who recently received a Masters of Science degree in agriculture from MacDonald College, Quebec. He is presently employed with the Ontario Department of Agriculture as a fruit and vegetable fieldman, working near Fiction, Ont.

W.C.T.U. Notes

LIQUOR ADVERTISING

Q Since the manufacture and sale of intoxicating liquor is a legal business must not alcoholic beverage advertising also be a legal business?

A To engage in any ordinary business supplying any commodity not injurious to public welfare, is a citizen's "inherent" right. But liquor has proved by the experience of centuries that its consequences are hurtful and productive of evil. Therefore the liquor business is a "special privilege business" and may be restricted or even prohibited by governments. Similarly the advertising of liquor is also a "special privilege business" which can be restricted and prohibited without infringing on the rights of any citizen.

Q Are the legal restrictions of the advertising of alcoholic beverages observed?

A These restrictions have force. The Saturday Night and Maclean's are technically published in Montreal to avoid the Ontario restrictions. Brewers are exhorting the people of Ontario not to burn down their forests, or to be courteous to tourists in order to keep their name before the public eye. Distillers offer prizes in competitive sports to secure free advertising. This may be evasions of the restrictions but it is better than the flood of advertising that would be seen if there were no restrictions.

Q Advertising is a costly business. It is said that the one page

of the "Beer Belongs", advertisement costs \$11,700—a yearly outlay for one year in one magazine of much over \$100,000 (one hundred thousand dollars). Is this a paying investment?

A Undoubtedly it pays. These are the words of Sir Edgar Sanders, a director of the British Brewers Society: "We want to get the beer-drinking habit instilled into thousands, almost millions of young men who do not at the present know the taste of beer. These young men, if they start with what beer they can afford today, as they grow up, will afford better beers to the greater advantage of the brewing industry."

"If we begin advertising in the press we shall see that the continuance of our advertising is contingent upon the fact that we get editorial support as well in the same papers. In that way it is wonderful how you can educate public opinion, generally without making it too obvious that there is a publicity campaign behind it all."

Q Is there a strong feeling in the United States against liquor advertising?

A While the majority of American publications may accept liquor ads, there are, according to the

Union Signal, more than 2,500 newspapers and magazines that do not accept them.

We note that advertisements of liquor are not accepted by the Journal of the American Medical Association and these publications of fraternal societies: Kiwanis Magazine, The Lion Magazine, The Rotarian and Woodman of the World Magazine and The American Motorist.

Q The Canadian edition of the Reader's Digest has liquor advertisements and the American does not. Can a Canadian subscriber receive the American edition on request?

A No the managing Director explains this refusal.

The Reader's Digest formed a Canadian company in 1948.

"There are many advantages to Canada in our decision to establish ourselves here. We pay taxes in Canada. Our staff is made up of Canadian citizens. We pay nearly a million dollars a year to Canadian companies for paper and print. The monies which subscribers and newsstand sales pay to us stay in Canada. The costs of publishing The Reader's Digest in Canada are higher than in the United States. We had to choose between increasing the price of

the magazine to subscribers and newsstand buyers, or accepting advertising. We asked a representative cross section of our readers which they would prefer. The result was an overwhelming vote—more than four out of every five persons interviewed—in favor of advertising."

Q What is the purpose of liquor advertising?

A The purpose of advertising is to increase sale of the product advertised. Our Canadian annual expenditure on liquor is over \$650,000,000 (six hundred and fifty million dollars)—more than the cost of motor vehicles and their operation, and three times the cost of education.

Q But some \$70,000,000 comes

back to the Dominion Treasury in taxes. Why do we claim that liquor expenditure is too great for public welfare?

This expenditure is too great for public welfare because liquor is a habit forming brain drug, of ten economically wasteful of the mental capabilities of the drinker, resulting in inefficient work and absenteeism. In addition to the frequent financial loss to the drinker and his family there must be faced the great public cost of caring for the victims of the drink habit, court costs as well as hospital costs; and it means that the arrest and trial and punishment,

of a single alcoholic costs, \$40.00, and a large share of the traffic accident losses is due to the drink habit.

In Ontario alone there are 100,000 problem drinkers of whom 30,000 are chronic alcoholics.

Q These are discouraging facts what can any individual christian do about them?

A The individual can hear christian witness to her convictions about the necessity for total abstinence by example and influence. But liquor traffic is a well organized antagonist and we need to organize public opinion against liquor as a public menace.

100 PAIRS ONLY NEW CURTAINS

While They Last
2.69 PAIR

Handsome tailored curtains in Ivory Marquisette, to dress your windows. The size is 42 by 81 inches. There are 100 pairs only at this low price.

See Our Large Range Of
NEW DRAPERY FABRICS

There is a wonderful assortment of Drapery Material to make your rooms glow with color. In plain shades, gay floral patterns, quaint English or romantic Dutch scenes, stripes or metallics priced from 1.49 to 3.98 per yard.

See the complete range of tailored and frilly curtains in both Holman stores.

All the rods and accessories you will need for the hanging of your curtains are available in this department.

HOLMAN'S

SIDE and CH'TOWN

Made with
Flexaluminum
ALUMINUM SLATS
PLASTIC TAPES

REMEMBER these quality blinds are—
Easy to clean
Light in weight
Will not chip, peel or crack
Beautiful colors

KINSMEN POPULARITY CONTEST CONTESTANTS

WHO WILL BE CHARLOTTETOWN'S PEANUT QUEEN

— YOU ARE THE JUDGE —

Contestants Sponsored By 10 Leading Firms In Charlottetown

- MISS ATKINSON'S
(Miss Barbara Rupert)
Sponsor — Atkinson's Groceries

- MISS CANADIAN TIRE
(Miss Elaine Chisholm)
Sponsor — Canadian Tire Corporation

- MISS ENTERPRISE
(Miss Helen MacDonald)
Sponsor — Enterprise Bakery
Home of Island Potato Chips

- MISS M. C. A.
(Miss Roma Burke)
Sponsor — Maritime Central Airways, Ltd

- MISS O. K.
(Miss Pauline Currie)
Sponsor — O. K. Rubber Welders



- MISS OLD SPAIN
(Miss Velma Carmody)
Sponsor — Milton's Old Spain

- MISS PITTSBURGH
(Miss Patricia Wynne)
Sponsor — L. M. Poole & Co.
Distributors of Pittsburgh Paints

- MISS SANITONE
(Miss Marie Gallant)
Sponsor — New Method Cleaners Ltd.

- MISS SEAMAN'S BEVERAGES
(Miss Connie Chandler)
Sponsor — Seaman's Beverages

- MISS H. M. SIMPSON, LTD.
(Miss Johanna Macdonald)
Sponsor — H. M. Simpson Ltd.
Specializing in R. C. Allen Sales and Service

Personal Appearance of Contestants Tonight

at Kinsmen Carnival 9:30 p. m.

Buy a can of Delicious PLANTERS COCKTAIL PEANUTS and cast a vote for your favorite contestant.

Tickets and peanuts may be obtained from the contestants — their sponsors — Rix's Groceries — Cantwell's Pharmacy.

PROCEEDS FROM CONTEST FOR KINSMEN SERVICE WORK