

WEEKEND TV Increased Efficiency Seen Prime Need For Fishermen

MONDAY PROGRAMS

CFCY-TV

1:30 p.m.—Afternoon Musicale
2:00 p.m.—Chaz Helene
2:15 p.m.—Nursery School
2:30 p.m.—Dickie Henderson Show
3:00 p.m.—The Verdict Is Yours
3:25 p.m.—Cross Section
3:50 p.m.—Open House
4:00 p.m.—TBA
4:30 p.m.—Friendly Giant
4:45 p.m.—Sing Ring Around
5:01 p.m.—Razzie Dazzle
5:30 p.m.—Hurricane
6:00 p.m.—Facts Tasters & Flaming the Kilt
6:24 p.m.—So You Can Drive
6:45 p.m.—CFCY TV News
7:00 p.m.—Gazette
7:30 p.m.—Sgt. Bilko
8:00 p.m.—Zane Grey Theatre
9:00 p.m.—Don Messer
9:30 p.m.—Live & Borrowed Life
10:00 p.m.—Room For One More
10:30 p.m.—Camera Canada
Hockey
An Affectionate Look
11:30 p.m.—Recital
12:00 p.m.—CBC TV News
12:13 a.m.—Local Weather
12:14 a.m.—Viewpoint

TV Not Working
CALL
Bowlan Radio-TV
PHONE 4-9624

CKCW-TV

9:30 a.m.—Station Sign On
News, Weather, Sports
9:45 a.m.—Morning Devotions
Sacred Heart
10:00 a.m.—Romper Room
11:00 a.m.—Vital To England
11:30 a.m.—Program Resume
11:31 a.m.—Test Pattern Workshop
12:45 p.m.—News, Weather, Sports
1:00 p.m.—Monday Playbill
Cass Timberlane
2:30 p.m.—Dickie Henderson
3:00 p.m.—The Verdict Is Yours
3:25 p.m.—Cross Section
3:50 p.m.—Open House
4:00 p.m.—At Home With Helen Crocker
4:30 p.m.—Friendly Giant
4:45 p.m.—Sing Ring Around
5:01 p.m.—Razzie Dazzle
5:30 p.m.—David Copperfield
6:00 p.m.—Supper Club
6:15 p.m.—Television News
6:35 p.m.—Television Weather
6:50 p.m.—Television Sports
7:00 p.m.—The Pioneers
7:30 p.m.—Real McCoy
8:00 p.m.—Focus On Music
8:30 p.m.—Don Messer Jubilee
9:00 p.m.—Denny Thomas
9:30 p.m.—Live & Borrowed Life
10:00 p.m.—Room For One More
10:30 p.m.—Hockey
An Affectionate Look
11:30 p.m.—Recital
12:00 p.m.—CBC TV News
12:15 a.m.—Viewpoint
12:20 a.m.—CKCW TV News
12:25 a.m.—Sign Off

TV CALLS
NITE or DAY
Day 4-3337 Nite 4-4172-4-5601
VAIL'S RADIO & TV
204 Kent St. Ch'town

CFCY RADIO

MONDAY

6:28—Sign On
6:30—News & Weather
6:35—Country & Western Roundup
6:55—News and Weather
7:00—Hebrew Christian Hour
7:10—Country & Western Roundup
7:30—News and Weather
7:35—Farm Report
7:41—Country & Western Roundup
8:00—News
8:11—Weather
8:16—Country & Western Roundup
8:46—Weather
8:50—News
9:00—Morning Devotions
9:10—Morning Moods
9:25—Matinee with Austin Willis
9:30—Pick Your Partner
9:35—An Orchid from Giselle
9:40—Morning Moods
9:55—Kitchen Klatter Contest
10:00—News & Weather
10:05—Notes & Music
10:15—Pyramids
10:18—Notes & Music
10:30—Harry Monarch Mix-Up
10:35—Notes & Music
10:55—Jimmie Rodgers Show
11:00—News Headlines & Weather
11:02—Notes & Music
11:30—Purify Flour Jackpot
11:35—Notes & Music
11:55—Pyramids
11:58—Notes and Music
12:00—Weather
12:05—Mostly Music
12:15—Don Messer Show
12:30—News & Weather
12:45—P.E.I. Road Report
12:45—Mostly Music
1:00—News Headlines & Weather
1:02—Mostly Music
1:15—Tommy Hunter Show
1:45—Mostly Music
2:00—News Headlines & Weather
2:02—Count Your Blessings
2:04—Hits and Encores
2:15—Atlantic School 'East
2:30—Atlantic School 'East
2:45—Hits & Encores
3:00—News Headlines & Weather
3:02—Hits and Encores
3:30—Pyramids
3:35—Hits & Encores
4:00—News & Weather
4:05—The Hit Parade
4:30—The Outposts
5:00—News & Weather
5:05—The Outposts
8:14—Program Schedule
8:17—The Outposts

The First Step Toward Faith

Isn't it hypocrisy to pray when you don't believe? A prominent minister says "No" in the May Reader's Digest. He tells how faith — like science — begins with experiment. "Try it," he says and explains why even if you feel like shaking your fist in God's face, talking to Him will give you added strength. Get your May Reader's Digest today — 37 enlightening, entertaining and absorbing articles of lasting interest.

Increased Efficiency Seen Prime Need For Fishermen

QUEBEC (CP) — A Seattle economist said here Canada's fishermen face stiffer competition from other foods and from foreign fisheries and must pay more attention to efficiency. "Demand for lower-valued cured fish from Canada will continue to feel the effects of a broad shift to other foods. In traditional markets, coupled with a rapid rise in the output of cheaper fish as underdeveloped countries push their own fishing capacity," professor J. A. Crutchfield of the University of Washington said. He told the Fisheries Council of Canada these trends must be met by "extreme care in the protection, management and development of stocks of higher-valued fish and shellfish" as well as better integration of private and public fisheries policy. Since the present economic condition of Canadian fisheries ranges from fair to poor, it seems safe to say there is a good deal of room for progress.

DON'T ADAPT The problems of Atlantic fisheries were caused partly by

Much Advertising Criticism Is Made Up Of Half-Truths

By FORBES RUDE
Canadian Press Business Editor
TORONTO (CP)—Much of the criticism of advertising is based on half-truths and obscure examples, Kenneth Farthing, president of the Association of Canadian Advertisers, said here. Speaking at a press conference held in connection with the association's annual meeting April 30-May 2, Mr. Farthing said informing and persuading potential customers have been ethical sales techniques since the first caveman offered a spare hatchet in return for an animal skin. "Modern advertising," he added, "has merely made use of communication methods to extend these techniques." "As a result, we have more new products and better products because advertising can spread the salesman's message more quickly and less expensively. "Any criticism of the cost of advertising should take into consideration the cost of maintaining equal sales through some other method. Advertising costs average out to less than three per cent of the sales dol-

CONTRACT BRIDGE By B. JAY BECKER

the round robin finals of the World Bridge Olympiad played in Turin in 1960. I held the West cards and was playing with Norman Kay against Morton Rubinsow (North) and Oswald Jacoby, well-known Dallas expert. Jacoby got to six hearts on the bidding shown and I led the two of spades. Kay took the ace and returned a spade, South winning with the king. If the play had proceeded normally, Jacoby would have gone down one. It would seem to be natural for the declarer to draw trumps at this point by cashing the A-Q of hearts and then the king, but if South had done this, he would have learned soon enough that I had a trump trick coming. But Jacoby had other ideas about the matter. He did lead a heart to the queen, but instead of continuing with trumps immediately—which would have been fatal — he led a low diamond to the ace. He planned to play another low heart and then, if I followed suit, make up his mind whether or not to finesse the nine to guard against the possibility of my having been dealt four hearts to the jack. When he led the three of diamonds to the ace, Kay played the queen! His purpose was to try to persuade Jacoby that the queen was a singleton and thus mark himself with at least moderate length in hearts. Jacoby led a heart. After I followed low, he went into a long huddle. (He is ordinarily a fast player.) He finally decided to finesse the nine and thus made the slam. It was a good shot—and all Kay and I could do was grin and bear it.

North dealer.
North-South vulnerable.

NORTH
♠ A Q 9
♥ K J 4 5
♦ A K Q 10 9
♣ K J 9

EAST
♠ A Q 8 7 6 5
♥ 9 3
♦ A Q 8 7 2
♣ A 9 5

SOUTH
♠ K J 9
♥ K 10 8 7 2
♦ A 6
♣ J 4 5

The bidding:
North East South West
1♠ 2♣ Pass
2♦ Pass 2NT Pass
4♥ Pass 5♦ Pass
6♦ Pass 6♣ Pass

Opening lead—two of spades. When a player makes good shot against you, whether in tennis, or golf, or any other game, the best you can do is grin and bear it.

I had this experience during

5:20—Marine Weather
5:28—The Outposts
6:00—News & Weather
6:13—N.S. Road Report
6:15—Tonight's Music
6:55—Jimmie Rodgers Show
7:00—Back to the Bible
7:30—News & Weather
7:45—Tonight's Music
8:25—An Orchid from Giselle
8:30—National Farm Radio Forum
8:55—Farm Forum News
9:00—Assignment
10:00—News, Inland & Marine Weather
10:10—Matinee with Austin Willis
10:15—Starlight Serenade
11:00—CBC National News, News Roundup & Talk
11:30—Traveller's Night Life
12:00—Dominion News
12:10—Sign Off

CSA RADIO
7:00—News, Sports and Weather
7:15—Breakfast Music
8:00—News and Weather
8:15—Mar. Sports
8:21—Music
9:00—A.M. Chronicle
10:00—A.M. Chronicle
10:15—Playroom
10:30—Joan Marshall
10:40—For Consumers
10:45—Now I Ask You
11:15—Beard Album
11:30—The Archers
11:45—The Common Touch
12:00—Jamboree Junction
12:15—Don Messer
12:30—Mar. Farm 'East
1:00—News and Weather
1:15—Tommy Hunter Show
1:45—Time Out For Melody
1:59—D.O. Time Signal
2:00—Time Out For Melody
2:15—Time Out For Melody
2:45—John Draine Tells a Story
3:00—News
3:45—T.C. Matinee Ter.
3:50—T.C. Matinee Ter.
4:00—News

The Guardian, Charlottetown, Mon. April 30, 1962. 7

pulp and paper industry will be strongly competitive in 1962 due to world capacity surplus which may not be balanced by demand for several years. As a result of the recent merger between the company and Anglo-Newfoundland Development Co. Ltd., he said, consolidated assets now stand at \$187,000,000 and consolidated sales in 1961 at \$110,000,000. He said the new company forces of the companies are functioning under the direction of Roger Letourneau and D. S. Patterson were elected to the board of directors to fill seats left vacant during the year.

Aluminum Ltd. Profit Better

MONTREAL (CP) — Aluminum Limited had estimated net income in the first quarter of 1962 of \$7,500,000, or 25 cents a share, compared with \$7,400,000 and 24 cents in the corresponding period of 1961. Nathaniel V. Davis, president, told the annual meeting here. But, he said, 1962 first quarter earnings include \$2,700,000, after taxes, of non-recurring income resulting from "compensation for cancellation of certain sales contracts."

RIPLEY'S BELIEVE IT OR NOT



THE HAUGHTON FERRY
OVER THE TIME RIVER,
NEAR HUNTSVILLE, ONTARIO,
HAS BEEN OPERATING
CONTINUOUSLY SINCE 1104
—A PERIOD OF 858 YEARS!



PORCIA
THE WIDOW OF CAESAR'S MURDERER, BRUTUS, LEARNED THAT HER HUSBAND HAD COMMITTED SUICIDE IN 42 B.C. ENDED HER OWN LIFE BY SWALLOWING LIVE COALS

Paper Co. Head Gives Forecast

MONTREAL (CP) — T. R. Moore, president of Prince Bror and Co. Ltd., told the annual meeting here, net income so far this year has "approximated" those in the corresponding period of last year. No figures were released. He predicted conditions in the

DAILY CROSSWORD

ACROSS
1. Wilted ore export
5. Head cook
9. Singer
12. Lanza
10. Lounge (2 wds.)
12. Coral
13. Actor
14. Twisting
15. Japanese outcast
17. Half em.
18. Hide away
20. Siam river
21. To transport
22. Spoken
24. Jacob's father (Bib.)
26. Derby's edges
27. — and file
28. Nourish ment
29. God
30. Levels off
31. Samarium
34. Puppy fruit
36. Teach
38. Join
40. Alone: a stage direction
41. Section
42. Era
43. Views
44. Search for

DOWN
1. Caesar's tongue
3. Secretary's
4. Prudent
5. Hampers
6. Biblical mountain
7. Otherwise
8. — and jet
9. Manufacture class
11. Sluggards
15. Doze
19. One's charted future
23. Free
24. Incensed
25. Salt ponds
26. Office Christmas gifts
28. Sustained
31. Shifts
32. Bogged down
33. Open space of net
35. A taunt
37. Lily-like plant
39. Stocking part

Saturday's Answer

1	2	3	4	5	6	7	8	9	10	11
12	13	14	15	16	17	18	19	20	21	22
23	24	25	26	27	28	29	30	31	32	33
34	35	36	37	38	39	40	41	42	43	44

DAILY CRYPTOQUOTE — Here's how to work it:

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
PWR WAO'Q GUYIJ PUQW IO-
QWSAUKAP VA KXQ QR DI
GUYIJ. — GRYDIA

Saturday's Cryptogram: IT'S A STRONG STOMACH THAT HAS NO TURNING. — ANON

OUR BOARDING HOUSE MAJOR HOOPLE

IT TING WERE SAFE ON DIS STREET, ROCKY — DEN RAILROAD BULLS WONT CHASE US IS FAR WE KIN MAKE LIKE TOUR GETS FOR HOURS DEN GUP BACK AN GRAB A QUICK FRISHT OVA TOWN

WHATCHA THINK THAT SIGN MEANS LOOBY FREE GRUB & TEA SORRED? SOUNDS PRETTY HORTY-TORTY — THEM GUYBES TALK FUNNY. (LINGS) — WHATCHA SAY WE PUT ON SOME FOOT CLASS UPTOWN AIRS AN EYE OURSHEES FANCY MONKEYS? WE AWNT BE SINCE 'IF BULLS TUCKED OVER OUR MULLMAN.

MAJOR'S FIRST CUSTOMERS

GRANDMA

GOOD, NOT A YOUNGSTER IN SIGHT!
I'LL GOOT DOWN TH' ALLEY FOR HOME, AN' SEE ME!
I SUPPOSE ALL TH' KIDS ARE AS MAD AS BLAZES!
I PROMISED T' BAKE A BIG CAKE FOR 'EM TOMORROW!

MICKY MOUSE

UNCA MICKY, WHAT RHYMES WITH MOON?
LAGOON SOON LOON
SPOON SOON BABOON NOON
PRUNE MAROON COCOON SMOON DUNE
GOON BALLOON
GROON TUNE
BOON MACKOON
ZIM BOOBY ZASKOBY

SECRET AGENT X-9

WHAT A COINCIDENCE! WELL—UH—BOTH REAROUND THE SURPLINE FOR 'MONTE CARLO NIGHT, DEAR!
YES, TORY—BUT POINT YOU REALLY THINK IT WOULD BE BETTER IF I HELP IN MY OWN INVITATION? THEY TOLD US NOT TO LET ANYONE— I MEAN—
NONSENSE, DARLING— WE MUST AS WELL GO TOGETHER! LET ME HOLD IT! NOW YOU RUN ALONG— I'LL SEE YOU TOMORROW NIGHT!
WELL—OH, TORY, I GUESS I'LL BE ALL RIGHT—
WHAT LUCK HAVING THIS DROP IN MY LAP? NO NEED TO BRIBBLE THE BOYS AROUND NOW! WE CAN WALK RIGHT UP THE MAIN BRANFLANK!

ETIA KET

HI, MOMS, WHERE'S WINGEY'S DOG?
UPSTAIRS—
HE WANTED TO FOLLOW YOU TO CLASS, SO I PUT HIM IN YOUR—
MY ROOM? GEEK!
LOOK! HE MADE A SHAMBLES OF IT!
I DON'T SEE ANY DIFFERENCE— IT ALWAYS LOOKS LIKE THIS!

HENRY

PLINK
MEOW

NUBBIN

CALLING ALL MEMBERS OF THE BIG WHEEL CLUB! EMERGENCY MEETING! EMERGENCY MEETING!
COME ON QUIT WE'RE HAVING AN EMERGENCY MEETING!
WE'RE HAVIN' ONE IN HERE, TOO!

THE LONE RANGER

I ADMIT, RANGER, HAP AND I AINT HAPPY ABOUT YOU CATCHIN' OUR OLDER BROTHERS FOR THE LAW TO HANG—
— BUT WE WOULDN'T ABDUCT YOUR HUMAN PAL TO GET EVEN—
YOU DID ABDUCT HIM!

MUGGS & SKEETER

NOW, IF YOU'LL EXCUSE ME— I'M GOING OVER TO THE SWIM TO GET SOME EXERCISE!
I'VE ENJOYED THIS DANCE, RUTHIE—

JOE PALOOKA

IT MEANS SOMUCH TO HIS FATHER THAT HE GRADUATES, DR. SEROTA!
I UNDERSTAND! SUPPOSE WE HAVE A CHAT WITH THE DEAN!
MR. PALOOKA IS HERE ABOUT GEORGE BEZZY PROFESSOR— THE BOY STUDENTS REFER TO AS "CANNONBALL."
OH YES! WE SENT HIS FATHER A LETTER LAST WEEK! SIT DOWN, MR. PALOOKA— I HAVE HIS GRADES RIGHT HERE!

LIL ASBER

THASS TH' BIGGEST FINEST TOMSTONE EVAM WHOMPED UP?
WONDER WHICH LUCKY FAMILY WILL GET IT?
??— AH IS ASHAMED O' 'NO?— ENVYIN' TH' FAMILY TH'ET'LL GET TH' TOMSTONE?
THAT'S A SERIOUS SIDE TO TOMSTONES 'O? SEEM TO BE OVERLOOKED? TH' FAMILY WHUT GITS IT, GOTTA DIE FIRST!
S— SO THEY DO! 'O IS DEEP MAMMY!
HAINT ALL FUN, IS IT?