

Public Relations Men Decide Role In Canada Important

By DOUGLAS ADAMSON TORONTO (CP)—The image makers in Canada have taken a look at their own image and decided they are pretty important. Whether they call themselves public relations men or something fancier, the sharply dressed, case-carrying men say they have moved from tolerance in a back office to influence in a board room, a survey of the Canadian Public Relations Society Inc. shows.

The composite public relations man outlined in the survey is college educated, in his 40s, earns more than \$7,000 a year and is a former newspaper man.

The survey, the first of its kind in Canada, was a 36-item questionnaire distributed last October to 712 members of the society.

John H. Yocom, the society's national president, said 272 replies were received and 54 per cent said the public relations department of their companies had become more important since 1961 with 58 per cent saying they reported directly to the president.

Satisfactory working relations with top management were reported by 60 per cent.

Asked how management relations had improved, 30 per cent said that public relations people should start more effort while an unspecified percentage noted "early retirement of present management" would be the best solution.

While most of those answering thought of themselves and their colleagues as hard-working, honest and responsible, 19 per cent felt people in the business had too "little" training, were under-educated and inexperienced.

Many thought the public relations industry should do more work on its own behalf to improve standards and win wider acceptance with the Canadian public.

A formal training course was suggested by 18 per cent while other membership requirements in the society should be university degrees with emphasis on the social sciences, humanities and psychology and examinations before entrance in the society was allowed.

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.

THURSDAY PROGRAMS

CFCY-TV
 2:30 p.m.—Musical
 3:00 p.m.—To Tell The Truth
 3:25 p.m.—Take 30
 3:55 p.m.—Milestones of the Century
 4:00 p.m.—Canada's Story
 5:00 p.m.—Summer Camp
 5:30 p.m.—Country Style
 6:00 p.m.—Film Festival
 6:30 p.m.—Gazette
 7:00 p.m.—CFCY-TV News
 7:15—Keyboard Melodies
 7:30 p.m.—Please Don't Eat The Daisies

8:00 p.m.—Take A Chance
 8:30 p.m.—The Third Man
 9:00 p.m.—The Man From U.N.C.L.E.
 10:00 p.m.—Telescope
 10:30 p.m.—Hogan's Heroes
 11:00 p.m.—Naked City
 12:00 a.m.—CBC TV News
 12:15 a.m.—Local Weather and Sport Scores
 12:15 a.m.—Sign Off

CKCW-TV

10:27 a.m.—Station Sign On
 10:30 a.m.—Nova Scotia Schools
 1:30 a.m.—Sign Off
 1:00 p.m.—Playbill
 1:00 p.m.—Forest of Sherwood
 2:30 p.m.—At Home With Helen Crocker
 3:00 p.m.—To Tell The Truth
 3:30 p.m.—Take Thirty
 3:55 p.m.—Milestones of the Century
 4:00 p.m.—Canada's Story
 5:00 p.m.—Summer Camp
 5:30 p.m.—Country Style
 6:00 p.m.—Super Club
 6:15 p.m.—LTV News
 6:25 p.m.—LTV Weather
 6:30 p.m.—LTV Sports
 6:35 p.m.—Super Club
 7:00 p.m.—Thursday Night At The Movies

9:00 p.m.—Man From U.N.C.L.E.
 10:00 p.m.—Telescope
 10:30 p.m.—Hogan's Heroes
 11:00 p.m.—Crisis
 12:00 p.m.—CBC National News
 12:15 a.m.—Viewpoint
 12:20 a.m.—LTV News
 12:30 a.m.—Station Sign Off

CFCY RADIO

THURSDAY
 6:30—News and Weather
 6:45—Morning Roundup
 6:55—Island W. and Mar. Temp.
 7:00—Morning Roundup
 7:05—News and Weather
 7:15—Hebrew Christian Hour
 7:30—Morning Roundup
 7:35—Farm Report
 7:35—Farm Report
 7:41—Morning Roundup
 7:45—Island W. and Mar. Temp.
 7:46—Morning Roundup
 7:56—Sports Capsule and Scoreboard
 8:00—News
 8:55—Weather
 8:16—Morning Roundup
 8:45—Weather
 9:10—Notes and Music
 9:15—Assignment
 10:00—News and Weather
 10:05—Notes and Music
 10:30—Preview Commentary
 10:35—Notes and Music
 11:00—News and Weather
 11:05—News and Views on Groceries

11:20—Notes and Music
 11:30—Notes and Music
 11:45—Bulletin Board
 11:50—Notes and Music
 11:55—Agriculture '66
 12:00—Weather
 12:05—Town and Country Time
 12:30—News and Weather
 12:43—P.E.I. Road Report
 12:45—Town and Country Time
 1:00—News and Weather
 1:15—Gordie Tapscott—CBC
 1:45—Town and Country Time
 2:00—News and Weather
 2:05—Mostly Music
 2:30—Assignment
 2:35—Mostly Music
 2:58—Thought For Today
 3:00—News Headlines and Weather

3:30—Pop Caravan
 4:00—News Headlines and Weather
 4:03—Canadian Roundup—CBC
 4:40—Pop Caravan
 5:00—News and Weather
 5:05—The Outports
 5:25—Marine Weather
 5:28—The Outports
 5:45—Sports Capsule and Scoreboard
 5:50—The Outports
 6:00—News and Weather
 6:10—Tonight's Music
 6:35—Tonight's Music
 6:30—Business Barometer
 7:00—Back To The Bible
 7:30—News and Weather
 8:00—Chorus In Concert—CBC
 8:30—Music, Dicty.—CBC
 9:00—Symphony Orchestra
 10:00—CBC Nat'l News, Inland and Speaking Personally—CBC
 10:15—Today's Editorial and Speaking Personally
 10:30—Starlight Serenade
 11:00—News and Weather
 11:35—Starlight Serenade
 12:15—6:30—News and Music—CBC

CBA RADIO

THURSDAY
 6:00—The Morning Show Part 4
 7:00—CBC News
 7:03—Inland Weather, Sports Scores
 7:06—Music
 7:27—Inland Weather, Sports Scores
 7:30—Lift Up Your Heels
 7:40—Music
 7:45—It Happened Today
 7:46—Music
 8:00—CBC News
 8:12—Regional Weather
 8:16—Maritime Sportscast
 8:24—Music

CONTRACT BRIDGE

By B. JAY BECKER

East dealer Both sides vulnerable.

NORTH
 ♠ KQ752
 ♥ AQT5
 ♦ K
 ♣ 888

WEST
 ♠ J3083
 ♥ K1043
 ♦ 10552
 ♣ 7

EAST
 ♠ 904
 ♥ J92
 ♦ Q9708
 ♣ 54

SOUTH
 ♠ A
 ♥ 86
 ♦ AJ4
 ♣ AKQJ32000

The bidding:

East	South	West	North
Pass	3♠	Pass	3♠
Pass	3♠	Pass	4NT
Pass	5♠	Pass	5NT
Pass	6♠	Pass	7♠

Opening lead—seven of clubs. Grand slams bid and made are comparatively rare occurrences, and none but the most hardened veterans fail to get a thrill out of the experience when they attain the pinnacle of bidding heights.

Most grand slams are easy enough to bid when there is a surplus of strength amounting to as much as 16 or 17 tricks in the combined hands.

However, other grand slams may require skillful bidding on both sides, though usually this consists of little more than establishing the proper trump suit, adequate control of all suits (especially with reference to aces), and the skill around strength to produce 13 tricks.

ST. HUBERT

Mr. and Mrs. P.A. Arsenault of Abrams Village had as recent guests, their grandson, Paul Arsenault, accompanied by his friends: Gary Currie, John Murphy, Mike Ruffuse, and Mike Watson. All the boys are choir boys in the parish of Windsor, N.S. and were attending the Liturgical Council in Charlottetown.

Mr. and Mrs. Emanuel Gallant of Abrams Village had as recent visitors, Mr. Fred Gallant, accompanied by his nieces, the Misses Donna and Debbie Gallant and a friend Karen Luckcuck, all of Springfield, Mass. also Mr. and Mrs. Bill Doucette and son Brian, of Mt. Stewart.

Mr. and Mrs. Cyril Arsenault recently had as visitors their son, Aubin, home from Toronto, also Mr. and Mrs. George Hughes and son George, from Toronto.

Mr. Edmond Gallant, formerly of Abrams Village, now living in Natick, Mass. is seriously ill in hospital.

Mrs. Frank Gaunt of Georgia has spent a few days in Abrams Village, visiting her father, Mr. Leo D. Arsenault and other relatives.

Recent visitors at the home of Mr. and Mrs. Glorie and Mr. and Mrs. John Gallant of Abrams Village were: Mr. and Mrs. Fred Draper and family of Ottawa; Mr. Bruce Pataczark, Mrs. Augustin Richard and son, Senis, Miss Normande Cadotte, Mr. Serge Guerin, all of Montreal, also Mr. and Mrs. Augustin Caissie of Moncton, N.B.

Mr. Joseph Buote of Hamilton, Ont. has spent his holidays visiting with his mother and step father, Mr. and Mrs. Frank Caissie, Abrams Village.

Mr. Cyril Gallant employed in Montreal, has spent two weeks with his parents, Mr. and Mrs. Augustin Gallant, Abrams Village.

Mr. and Mrs. Theodore Gallant and Mrs. Paul Gallant of Bloomfield, Mr. and Mrs. Emanuel Gallant and Mr. and Mrs. Herman Muise of Wakefield, Mass. were recent visitors at the homes of Mr. and Mrs. Joseph P.A. Arsenault and Mrs. Lucille Arsenault, Abrams Village.

Roger Gallant of Toronto has spent a few days visiting his parents, Mr. and Mrs. Leo P. Gallant, Abrams Village.

Peter Arsenault of St. Hubert, has received news that his brother, Louis, who is now residing in Ontario had been seriously hurt in an automobile accident recently.

Recent visitors at the home of Mr. and Mrs. Arcade S. Arsenault, Abrams Village were their son, Syl, who is with the Royal Canadian Army at Camp Borden, Ont., Mr. and Mrs. Louis Paradis, Mr. Jean Gallant, all of Montreal, Mr. and Mrs. Alfred Arsenault and son Freddy of Rhode Island, Mr. and Mrs. Ray Patrick of Bridgeport, Conn. Claude Gallant, a member of the Canadian Armed Forces stationed at Calgary, Alberta, has spent his holidays with his parents, Mr. and Mrs. Louis Gallant at Abrams Village.

Mr. and Mrs. Herve Legere and son, Richard, recently spent a week in Montreal where they attended a convention of the L'Assomption Society.

Mr. and Mrs. Anthony D. Arsenault of Abrams Village had as recent guests Sister Ste. Angeline Arsenault of St. Louis de Kent, N.B., Mrs. Mary Smith of Shediac, Mrs. Alcide Morin and Mrs. Jean Michaud of Florida, Mr. and Mrs. Levi Mercier and Mr. and Mrs. Leon Childs, of West Brook.

Mrs. Denise Arsenault formerly of St. Hubert but now residing at the Provincial Infirmary in Charlottetown is now seriously ill.

Miss Nettie Gallant of St. Hubert, was very lucky recently to receive only a few scratches, when the car she was driving went out of control and overturned several times. The car was a complete wreck.

MINES MEAN MONEY

Norway's mines produced \$56,550,000 worth of minerals in 1965.

OUR BOARDING HOUSE MAJOR HOOPLE

LISTEN, ANDS, YOU'VE BEEN SHIPPED OUT FASTER THAN A CAT HEARING THE FISH WAGON BELL! I WANT THOSE GREENS TAKEN DOWN AND PUT AWAY LAST YEAR YOU LEFT THEM ON SO LONG THE SHOW RUSTED THEM!

MY WORD, MARTHA, YOU DON'T FORGONE MOMENT THINK THE FORGOTTEN TO PUT THEM ON MY LIST, DO YOU? BUT IT GO HAPPENING THAT THE ENTOMOLOGISTS ARE WARNING OF AN UNSEASONAL INVASION OF INSECTS!

East South West North
 Pass 3♠ Pass 3♠
 Pass 3♠ Pass 3♠
 Pass 3♠ Pass 3♠
 Pass 4NT Pass 5♠
 Pass 6♠

Possibly the sequence resembles a series of misprints, but that's the way the bidding actually went. I make no attempt to interpret the bids, since most of them were artificial calls directed at projecting or revealing specific information in accordance with the complicated methods used by this well-known pair.

Apparently something went wrong in transmission, however, since Bacherich and Ghestern missed the laydown grand slam and wound up playing the hand in six clubs. Perhaps simplest is best.

Pilot Error Is Blamed

WASHINGTON (CP)—Pilot error apparently caused the Sept. 2 crash death at Toronto of a member of the United States Navy's Blue Angel aerobatics team, says an official report.

"From all available evidence, plus photographs of the crash, the investigation findings are that the pilot evidently misjudged his clearance, causing him to strike the water," it says.

The victim, Lt-Comdr Dick Oliver, 31, dove into Lake Ontario performing before a Canadian National Exhibition crowd here.

TIGNISH

Guests at the home of Mr. and Mrs. Octave Gaudet, Tignish, were Mrs. Gaudet's son, Ed-

RIPLEY'S BELIEVE IT OR NOT

OLD WINDMILL OF FONTVIEILLE IS LOCATED AT A POINT WHERE IT IS WORKED BY 30 DIFFERENT WINDS

THE BANDED MONGOOSE CRACKS THE SHELLS OF SNAILS AGAINST A ROCK BY TOSsing THEM BETWEEN ITS HAND LEGS — LIKE THE CENTER ON A FOOTBALL TEAM

LUDWIG STEINAUER IN A PERIOD OF 25 YEARS CLIMBED 3000 MOUNTAIN PEAKS — 262 OF THEM MORE THAN 13,000 FEET HIGH

ward and his family from Windsor, Ont. and her sister, Mrs. Thomas Mallette of Rhode Island.

Summer visitors to the home of Mrs. Lucy Martin Tignish, were: Mr. and Mrs. Ralph Anderson of Tuxbury, Mass.; Joe Perry, Salem, Mass.; Ben Buote, Lawrence, Mass.; Mr. Fred McRae, Toronto, Ont.; Rev. Alphonse Gaudet of Alberta; Edgar Perry, Montreal, Mr. and Mrs. John LeClair, Lowell, Mass.; Mr. and Mrs. Al Gaudet, Mr. and Mrs. Peter Gaudet, Halifax, N.S.; Mr. and Mrs. Sylvie Richard, Exeter, N.H.; Mrs. George Gallant, her daughter and husband from Salem, Mass.; Mrs. Fred Martin, her daughter and husband from Rumbold, Mass.; Edward Gaudet, Mrs. Hector McInnis, daughters Lorraine and Elaine, Mrs. Reid and daughter of Prescott, Ont.; Mr. and Mrs. Frank Murrell of Lawrence, Mass.; Mr. and Mrs. Jerry LeClair and family, Toronto, Ont.; Mrs. Thresa Richard and family of Maldon, Mass.

GRANDMA

GOLLY, GRANDMA, THE OLD-TIME CRAZY QUILT ON YOUR BED GURE IS PRETTY!

WELL, THANK YOU BUTCH

BUT IT'S REALLY AN OLD BLANKET WITH A LOT OF PATCHES ON IT!

NO, NO, SNOWBALL! DON'T BLOW OUT! ... EASY NOW!

BUBBA! JUST WHAT ARE YOU DOING WITH THAT CAT? WHAT IS THIS MESS YOU'RE MAKING?

I'M TRYING TO TEACH SNOWBALL TO DRINK MILK THROUGH A STRAW!

WHAT EVER FOR? ... SO SHE WON'T GET HER WHISKERS WET!

DON'T FORGET THE BREAKFAST DISHES, AND SWEEP THE KITCHEN!

AND DUST YOUR ROOM AND PRESS YOUR DRESS!

YES, MOMS!

HOW ARE YOU GETTING ALONG WITH YOUR STUDIES?

IT'S THE HOMEWORK THAT'S KILLING ME!

SEE THE MILKY WAY!

SEE THE MILKY WAY!

LET'S SEE WHO'S GOT THE FASTEST DRAW!

READY?

ROCK!

SEARCH BY A ZIP!

MY HAT! MY HAT! GET MY HAT!

SURE THING!

WHENEVER SOMETHING HAS TO BE DONE...

WHACK!! WHAP!

WHACK!! WHACK!

...LEAVE IT TO A MAN!

IT IS HEADING THIS WAY, DAD! I DON'T MIND TELLING YOU I'VE GOT THE LITTERS!

GO INSIDE, PEE!

And a few miles away, on Main Street...

IT'S CHANGING COLOR!

GETTING DIMMER!

IT'S SLOWING DOWN!

COMING OUT TOWARD GEORGE PERKINS PLACE!

HEARING THAT TWO RIDERS ARE FOLLOWING HIS KIDNAPPERS' STAGE...

I'M WALTER ASHLEY—HELP!

I ABHOR SUCH A CRUDE TACTIC—STILL, IT IS EFFECTIVE!

WHATEVER YOU'RE HOLDING—DROP IT!

SURE! RIGHT IN FRONT OF YOUR HORSES SO THE GAS CAN DRIVE 'EM WILD!

BUT WHAT CAN I DO, MR. ESHLOW? I'M NO DIPLOMAT!

WE DON'T EXPECT YOU TO BE... ALTHOUGH YOU MIGHT BE MORE EFFECTIVE... IN THIS CASE!

IF YOU DEVELOP A FRIENDSHIP WITH THE KING WHEN YOU'RE HIS GUEST, IT COULD VERY WELL CHANGE HIS ATTITUDE TOWARD AMERICANS!

I FEEL VERY HONORED THAT YOU THINK I COULD HELP!

DO I GO ABOUT ACCEPTING THE KING'S INVITATION TO THE WORD ON TO THE PALACE?

WE WILL NOTIFY OUR EMBASSY IN JYKOBIA... AND THEY WILL PASS THE WORD ON TO THE PALACE!

MANGAT AND WONDERBRAF ARE OFF THE AIR!—THINK WATER CHICKEN SOUP IS GOING DOWN THE DRAIN!!

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YOU DID A GRAND JOB FOR ME!! GUESS WHAT I'M GOING TO DO FOR YOU?

SECRET AGENT X-9

THE LONE RANGER

JOE PALOOKA

L'IL ABNER

DAILY CROSSWORD

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ACROSS
 1. Dutch
 2. Meuse river
 3. Japanese outcasts
 4. Thruway charges
 5. Variety of coffee
 6. Forest ox
 7. Exclamation
 8. Bitterly pungent
 9. Like a certain fine-grained rock
 10. Negative reply
 11. French coin
 12. Suffix
 13. A day that never comes
 14. Slights
 15. Under legal age
 16. American Indian
 17. Son of a Scot.
 18. Consumed
 19. Yes, rural style
 20. Radicals
 21. Printers' treasures
 22. Punishes, as a child
 23. Gourd-like fruit
 24. Haunch of an arch
 25. Summer TV program, perhaps
 26. Drugs
 27. Adverbial suffix

DOWN
 1. Season of heavy rains
 2. African plant
 3. A wing
 4. Baseball position
 5. Ostrich-like birds
 6. Civil wrong
 7. Bitterly pungent
 8. Like a certain fine-grained rock
 9. Jeers at
 10. Affirmative votes
 11. 60 minutes
 12. Long-legged bird
 13. Formerly
 14. Turkish weights
 15. Cause
 16. Religious cushions
 17. Boiled meal
 18. Shock

YESTERDAY'S ANSWERS
 1. Long
 2. Formerly
 3. Turkish weights
 4. Religious cushions
 5. Boiled meal
 6. Shock

DAILY CRYPTOQUOTE — Here's how to work it:
 A XFDLBAAXE
 is 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
 XFBR ZY B IBX, EJ RFTYD XFT
 QBUD ER HDETQD RFD JTNXBNP
 DYE RT HNDBV ER?—HDBRRD

Yesterday's Cryptoquote: THERE ARE FEW WHO WOULD NOT RATHER BE HATED THAN LAUGHED AT.—SYDNEY SMITH

CONTRACT BRIDGE

By B. JAY BECKER

East dealer Both sides vulnerable.

NORTH
 ♠ KQ752
 ♥ AQT5
 ♦ K
 ♣ 888

WEST
 ♠ J3083
 ♥ K1043
 ♦ 10552
 ♣ 7

EAST
 ♠ 904
 ♥ J92
 ♦ Q9708
 ♣ 54

SOUTH
 ♠ A
 ♥ 86
 ♦ AJ4
 ♣ AKQJ32000

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Pass	3♠	Pass	4NT
Pass	5♠	Pass	5NT
Pass	6♠	Pass	7♠

Opening lead—seven of clubs. Grand slams bid and made are comparatively rare occurrences, and none but the most hardened veterans fail to get a thrill out of the experience when they attain the pinnacle of bidding heights.

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