

Dairy Industry Is Criticized For Sins In Merchandizing

BY DAVE STOCKAND WINNIEPEG (CP)—The dairy industry has been told it may only itself to blame for many consumers souring on milk and milk products.

The industry was ticked off for salesmanship sins ranging from soggy cardboard packaging—"Mommy, I don't want to

drink my wax"—to say-nothing advertising.

Peter Janzen of Winnipeg, product manager of the West-Fair Foods Ltd. retail grocery chain, delivered the dressing down recently to a Manitoba convention of dairymen and dairy products manufacturers.

He lifted the lid with a reminder that every province has, since 1957, shown a decrease in per capita consumption of dairy foods.

In Mr. Janzen's view one of the original sins was foisting the cardboard milk container on the consumer.

"We knew that they leaked, they bulged, they cracked and they left wax particles inside along with the milk. ACCUSTOMED TO IT."

"It is true that today the young housewife has become

accustomed to using this container and has learned to live with it in spite of the problems. "But, the truth of the matter is, that you catered to large chain groups that complained about the large storage room that empty bottles were taking up and the valuable time they were spending on sorting the bottles and the refunds they had to pay to the customers."

Butler merchandising fared no better in Mr. Janzen's estimation.

"A quick glance at the dairy case and we see that we are still using parchment wrap on the most expensive product in the dairy business—a wrap that has been used for the past 50 years without any major improvement."

"Parchment wrap is a poor wrap. It is not moisture-proof, it is not odor-proof, nor is it a handy wrap for Mrs. Consumer. Surely, as an industry, this image on butter could be improved."

TERMED BENEFICIARY

Mr. Janzen said co-operative, industry-wide advertising is, in many instances, beneficial.

"It's better to work with your competitor instead of fighting with him, but the major competitors to the dairy industry are products such as soft drinks, beer, vegetable fat, desserts and so forth."

"These people are using more effective advertising in their industry and consequently are getting a larger share of the market."

As for non-dairy spreads, why not try to get a slice of the action—joining them instead of trying to beat them?

"Why do the dairies not go into the packaging of margarine rather than legislating against it to the point where it has lost all eye appeal and in some instances taste appeal?"

"Margarine could have been a real boon to the dairy industry; it could have led to the packaging of many other related products."

Membership In Trade Unions Increases By 6.4 Per Cent

By BEN WARD OTTAWA (CP)—Trade union membership in Canada increased 6.4 per cent to reach 1,588,755 early in 1966, a federal labor department survey shows. A year earlier it stood at 1,493,173.

The survey, issued here, said the total represented 29.7 per cent of all non-farm paid workers in the country. In 1964 this percentage was 29.4.

All figures are based on reports from union locals on January membership lists in the survey year.

Canadian Labor Congress unions claimed 1,181,147 members, an increase of 75,000 or 6.8 per cent. The CLC's Quebec based rival, the Confederation of National Trade Unions, reported 150,053 members for a jump of 28,500 or 23.5 per cent.

Currently the CLC puts its membership at 1,250,000 and the CNTU is claiming close to 200,000.

The "big 10" list of individual unions remained unchanged between 1964 and 1965 although some of the positions were juggled. Together they accounted for 36 per cent of all union membership.

STEELWORKERS IN FRONT

Still on top was the United Steelworkers of America (CLC) with 110,000 members.

The other nine, in order of size: Canadian Union of Public Employees, 84,800; United Auto Workers, 77,500; United Brotherhood of Carpenters and Joiners, 64,000; International Woodworkers of America 43,800; International Brotherhood of Teamsters, 42,400; International Association of Machinists, 41,200; International Brotherhood of Electrical Workers, 38,000; International Brotherhood of Pulp, Sulphite and Paper Mill Workers, 36,900; Canadian Brotherhood of Railway, Transport and General Workers, 32,100.

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.

MONDAY PROGRAMS

CFCY-TV

- 1:30 p.m.—Musical
- 2:00 p.m.—Film Festival
- 2:30 p.m.—Film Festival
- 3:00 p.m.—Tell The Truth
- 3:25 p.m.—Take 30
- 4:00 p.m.—International Zone
- 4:30 p.m.—Razze Dazze
- 5:00 p.m.—Rin Tin Tin
- 5:30 p.m.—Music Hop
- 6:00 p.m.—Bachelor Father
- 6:25 p.m.—Robin Hood Jackpots
- 6:30 p.m.—Gazette
- 7:00 p.m.—CFCY TV News
- 7:15 p.m.—Purity Flour Jackpot
- 7:30 p.m.—Sports Weekly
- 7:30 p.m.—Musical Showcase
- 8:00 p.m.—Two Faces West
- 8:30 p.m.—Don Messer
- 9:00 p.m.—The Fugitive
- 10:00 p.m.—Show of the Week—"Carol No. 2"
- 11:00 p.m.—The Sixties
- 11:30 p.m.—Seven League Boots
- 12:00 a.m.—CBC TV News
- 12:13 a.m.—Local Weather and Sports
- 12:15 a.m.—Sign Off



PAPA burger

OPEN ALL WINTER
A & W DRIVE-IN RESTAURANT
Malpeque Road

CKCW-TV

- 9:57 a.m.—Station Sign On
- 10:00 a.m.—Canadian Schools
- 10:30 a.m.—Nova Scotia Schools
- 11:30 a.m.—Friendly Giant
- 11:45 a.m.—Chez Helene
- 12:00 p.m.—Butternut Square
- 12:20 p.m.—Across Canada
- 12:50 p.m.—Monday Playbill—"The Brigand"
- 2:30 p.m.—At Home With Helen Crocker
- 3:00 p.m.—Tell The Truth
- 3:30 p.m.—Take Thirty
- 4:00 p.m.—World In Dazzle
- 4:30 p.m.—Razze Dazze
- 5:00 p.m.—Cartoon Capers
- 5:30 p.m.—Music Hop
- 6:00 p.m.—Supper Club
- 6:15 p.m.—TV News
- 6:25 p.m.—TV Weather
- 6:30 p.m.—TV Sports
- 6:35 p.m.—Supper Club
- 7:00 p.m.—Combat
- 8:00 p.m.—Green Acres
- 8:30 p.m.—Don Messer
- 9:00 p.m.—The Fugitive
- 10:00 p.m.—Show of the Week
- 11:00 p.m.—The Sixties
- 11:30 p.m.—Glenn Cannon
- 12:00 p.m.—CBC National News
- 12:15 a.m.—Viewpoint
- 12:20 a.m.—LTV News
- 12:30 p.m.—Station Sign Off

Are You BUILDING

Repairing or Remodeling? Do you have a hard spot in your head? Then perhaps electric heating may be the answer to your heating problem.

Palmer Electric
Fitzroy St. Dial 4-8543

Reconditioned Chain SAWS
45.00 up

MURRAY WHITE
Sales and Service
Orlebar St. Ch'town

CFCY

MONDAY

- 6:30—News and Weather
- 6:35—Morning Roundup
- 6:45—Island Weather and Mar. Temp.
- 6:46—Morning Roundup
- 6:55—News and Weather
- 7:00—Hebrew Christian Hour
- 7:15—Morning Roundup
- 7:30—News and Weather
- 7:35—Farm Report
- 7:40—Morning Roundup
- 7:45—Island Weather & Mar. Temp.
- 7:46—Morning Roundup
- 7:50—Sports Capsule & Scoreboard
- 8:00—News
- 8:05—Atlantic News Roundup
- 8:58—Thought For Today
- 9:00—National News CBC
- 9:15—Assignment CBC
- 9:11—Preview Commentary
- 9:20—Notes and Music
- 10:00—News & Weather
- 10:25—Sunlight Eye
- 10:30—Notes and Music
- 11:00—News and Weather
- 11:05—Women's Institute Program
- 8:11—Weather
- 8:16—Morning Roundup
- 8:25—Notes and Music
- 11:30—Montague Entertain
- 11:45—Bulletin Board
- 11:50—Notes and Music
- 11:55—Atlantic News Roundup
- 12:00—Weather
- 12:05—Town and Country Time
- 12:30—News and Weather
- 12:45—Town and Country Time
- 1:00—News and Weather
- 1:05—Town and Country Time
- 1:15—Gordie Tapp Show
- 1:45—Town & Country Time
- 2:00—News and Weather
- 2:05—Mostly Music
- 3:00—News Headlines & Weather
- 3:03—Trans Canada Matinee
- 3:30—Trans Canada Matinee

French Losses In NATO Bases Is Estimated

PARIS (AP)—Withdrawal of Canadian and U.S. bases from France would mean an annual loss to France of \$60,000,000 in official business and 16,000 civilian jobs, the financial newspaper *Les Echos* says.

In addition, soldiers' spending on everything from home rental to night clubs also would vanish if President de Gaulle goes through with his plan to place any foreign NATO troops on French soil under French national command by 1968. Canada and the U.S. have rejected the proposal, indicating they would move their personnel to other countries.

The worst feature of the expected losses, the newspaper says, is their concentration in areas that lack any other economic activity to take up the slack. The bases generally are located in rural areas with little or no industry where farm conditions are appalling more and more families from the land.

Most of the \$60,000,000 goes to small food, transport, maintenance and construction firms around the more than 40 widely-scattered installations where some 26,000 U.S. and 1,200 Canadian military personnel are stationed. Without the bases, many of them may go broke, the newspaper says.

Canada has RCAF strike squadrons at Marville and Metz.

Representatives of 14 NATO countries met without France in Paris to discuss de Gaulle's plan.

GIANT PANDAS TO 'WED'

MOSCOW (AP)—Chi-Chi, the only female giant panda in captivity west of China, arrived by plane from London Friday to get "married." The bridegroom-to-be is An-An, the only male of the species outside China. There are 16 giant pandas in Peking and two more in zoos in North Korea.

MOOSE STANDS AT TOP

The moose is the largest deer in the world.

RIPLEY'S BELIEVE IT OR NOT



A STAGECOACH SET UP AS ITS OWN MEMORIAL ON CARIBOO ROAD IN BRITISH COLUMBIA WHICH IT HAD TRAVERSED DAILY FOR 60 YEARS (100 Mile House, B.C.)

EUGLENA
A MINUTE ORGANISM THAT SWIMS ON THE SURFACE OF POOLS IS BOTH AN ANIMAL AND A VEGETABLE

Julienne MORELL
(1894-1953) of Angillon, France, MASTERED 14 LANGUAGES AT THE AGE OF 13 AND RECEIVED HER P.L.D. AT 14

DAILY CROSSWORD

ACROSS

1. Toddler's bear
6. Titleholder for short
11. Wide-awake
12. More crippled
18. Ball or Monroe
14. Follow of a Duo
15. Measure of length
16. Levantine boat
17. Farm feature
18. The simple life
21. Lawyer's concern
23. Java tree
27. Zeroed in
28. Wheeled
29. Outdo
30. Rug cleaner, in a way
31. Shallows
32. Wine cup
36. Breeze
37. Leap
40. Legume
42. Jacob's son
43. Willow
44. Finch
45. Where Cardiff is
46. Links laid DOWN

DOWN

1. Anecdote
2. Jewish month
3. Harangues
4. Sec
5. Yttrium; sym.
6. Ascend
7. Salted, dried, smoked, etc.
8. Units of electrical intensity; abbr.
9. Dissolve
10. Commit presentations
14. Duo
16. 007
19. Encounters
20. Otic
21. Street cry
22. Golf term
24. Piece of broken pottery
25. Below
34. Table-land
35. Source of indigo
38. Roman poet
39. Like some evergreens
41. It should be crossed
42. Marshy meadow
44. Palmets

Saturday's Answer

1. BEAR 2. TIGER 3. HONEY 4. HONEY 5. HONEY 6. HONEY 7. HONEY 8. HONEY 9. HONEY 10. HONEY 11. HONEY 12. HONEY 13. HONEY 14. HONEY 15. HONEY 16. HONEY 17. HONEY 18. HONEY 19. HONEY 20. HONEY 21. HONEY 22. HONEY 23. HONEY 24. HONEY 25. HONEY 26. HONEY 27. HONEY 28. HONEY 29. HONEY 30. HONEY 31. HONEY 32. HONEY 33. HONEY 34. HONEY 35. HONEY 36. HONEY 37. HONEY 38. HONEY 39. HONEY 40. HONEY 41. HONEY 42. HONEY 43. HONEY 44. HONEY 45. HONEY 46. HONEY

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

VWPMFR ITRFRWNRK MF FSRT-
KPH MT KMFEIMFR.—PHRQPTKRW
VJVR

Saturday's Cryptogram: THE HARDEST DECISION FOR A WOMAN TO MAKE IS WHEN TO START MIDDLE AGE.
—WARREN HULL

OUR BOARDING HOUSE MAJOR HOOPLE



HE WAS COUNTING ON THE DOG TO ATROPHIC FORGOTTEN ABOUT HIMSELF, THINGS HE HATES TO ADMIT, BUT THE IDEA IS AS USELESS AS CASTRO'S RAZOR.

HE'LL COME AROUND WHEN HE THINKS HE'S FORGOTTEN ABOUT HIMSELF, BUT RIGHT NOW HE NEEDS A NAME; HE SHOWS UP EVERY TIME ANYONE EVEN READS ABOUT FOOD!



GOLLY, ISN'T THAT SOMETHING, GRANDMA!

WE BOTH THOUGHT IT WAS THE ICE-CREAM VENDOR!



LIV' FLOWER, YOU LOOK LONELY.



I SHOWED DAD MY NEW DRESS FOR THE PROM—WOW?

DID HE RAINT?

NO, BUT IT'S GOING TO BE AN EARLY SPRING!

DAD TOOK ONE LOOK AT THE PRICE TAG —

—AND HIS FACE STARTED TO TURN GREEN!



With Colonel Lu as Postage, Phil and Donna plan their escape through enemy territory to the border of South Vietnam.

WE'LL HAVE CLEAR GOING FOR A WHILE, PHIL.

BUT THEN WE HIT THESE HILLS AND THIS—THE HO CHI MINH TRAIL!

THE RED SUPPLY ROUTE FROM THE NORTH!

IT'LL BE CRAWLING WITH CONG TROOPS!



KISSES 5¢

KISSES 4¢

KISSES 3¢

KISSES 2¢

KISSES 1¢



AT THE ASSASSIN'S MEETING, LONE RANGER... THE PLANS OF THE NEW TEXAS BANGERS BARBARIC...

THE SHERIFF IS OFFERING THE BOUNTY TO OWN THE PLACE AT BURN TOMORROW!

KEEP YOUR EYES ON ME, I'M IN A BERRY!

MEANWHILE... GOOD NEWS! YOUR SHERIFF'S BEEN ALL LINGERING FORWARD TO YOUR OFFERING OF OUR NEW QUARTERS TOMORROW!



IT BURE FEELS GOOD TO GET BACK INTO YOUR OLD CLOTHES!



I DON'T WANT TO TAKE ADVANTAGE OF YOUR GRATITUDE, MR. KEATH...

NOW JUST A MINUTE, STEVE! NATURALLY, I WANT TO DO SOMETHING FOR THE MAN WHO SAVED MY GRANDSON'S LIFE!

BUT IF YOU KNEW ME A LITTLE BETTER, YOU'D REALIZE THAT I WOULDN'T OFFER A POSITION YOU WEREN'T QUALIFIED FOR!

NOW... NOW ABOUT IT, STEVE?

ALL RIGHT, MR. KEATH... I'LL TAKE IT!



WAIT, SKEETER! I WANT TO DROP IN HERE AND ASK ABOUT SOMETHING...

DO YOU HAPPEN TO HAVE ANY ANTIQUE EARRINGS?

NO, YA SORRY, MRS. REGAN'S JUST NOW.

HOWEVER, IF YOU COULD GIVE ME A COUPLE OF DAVS...

...I'D BE GLAD TO MAKE YOU UP A PAIR!



YOU IS THE ONLY KID WHAT DONT HAFTA WAIT TILL TOMORROW NIGHT...

TO SEE FLABMAN ON TV??

TRUE!!—BUT WE GOTTA WALK IS MILES TO TH' RIVER EVERY TIME...

TRUE!!—BUT IT'S CHEAPER'N BUYIN' A T.V. SET!!

??—THIS GETS FISHER EVERY SECOND!!

TALENT SCOUTS FOR FLABMAN

AND IT'LL GET EVEN FISHER!!