

# ISLAND NEWS PAGE

Telephone: Summerside 3031; Alberton 65-2; Montague 97-2; Souris 32-3

## Living Standards Boom Is Reported

By FORBES RHUDE  
Canadian Press Business Editor

WASHINGTON (CP)—Never in history has there been such vigorous competition, as well as co-operation, to lift peoples' living standards, Marion Harper, New York advertising executive, said Tuesday in an address to the International Chamber of Commerce.

Harper spoke to a discussion session on "World marketing—a top management responsibility."

Like nearly all the topics and many of the technical or near-technical discussions, the words are prosaic but the aims are imaginative.

The market session, for instance, did not deal with how to sell to people who can afford to buy.

**SNOWBALL EFFECT**

Rather, the speakers upheld that simply making people want to buy—whether they have the money to do so—will trigger a desire that they will attempt to satisfy. A snowballing effect will raise their standards of living.

This has happened in Western countries—particularly in north

America—and Tuesday's speakers maintained that the same principles can bring widening world-prosperity even in now underprivileged countries.

The word "marketing" accordingly—as discussed here—means a fight against poverty.

Charles G. Mortimer, president of General Foods Corporation, expressed this view as follows:

**MUST SHARE SKILLS**

"All of us in international trade must share our knowledge and skills—including our marketing concepts—with those living in the less developed areas of the world, where the 'consumer-is-king' concept has not yet penetrated.

"This crucial job—of purposefully utilizing the freedom-bred concept of putting people and their needs first as a weapon for waging peace—can best be done by such ambassadors as those attending this congress.

The marketing session was chiefly an American show because delegates from many of the 40 countries represented wanted to know about American experience in this field.

## Closer Study Was Desired

LONDON (CP)—Mayor Willy Brandt of West Berlin says he would have favored closer Western study of the Rapacki plan for military disengagement in Central Europe.

Brandt told a meeting of the Foreign Press Association Tuesday: "It may be that this plan is not practical as they say, but I think it would have been desirable to enter into serious talks to see if something could have been worked out."

The Western powers rejected the plan of Polish Foreign Minister Adam Rapacki on the ground that it created a dangerous vacuum in east central Europe.

Brandt's remarks came as something of a surprise in view of the strong Allied reservations on the plan.

**SHOULDN'T BACK UP**

At the same time, he said there is "a good chance" Russia would rethink its views about the Berlin problem if the West stands firm and shows it will not surrender its rights in the city.

Referring to suggestions for making the United Nations responsible for Berlin, Brandt said: "The political freedom of West Berlin—and I hope of East Berlin as well—must be protected by something more than paper guarantees."

Brandt said his talks with Prime Minister Macmillan Tuesday and Foreign Secretary Selwyn Lloyd Monday were "encouraging." He expressed the hope his visit here would help clear up "misunderstandings" between Britain and West Germany.

Later Macmillan informed the Commons that he expected West German Chancellor Adenauer to visit Britain "very shortly."

## Church Drive Gets Underway With Services

O'LEARY — The five-week "outreach stewardship" campaign plan for the Springfield-O'Leary Baptist Churches was officially opened Sunday. Very large congregations attended at services in both churches.

Beginning in the morning in the O'Leary Church the service was conducted by the minister Rev. Ross Howard. Personal testimonies were given by Mrs. Ralph Adams and James Gard. Special music was provided by the choir under the direction of the organist, Mrs. Melvin Ellis.

At the Springfield church in the evening testimonies were given by Mrs. Truman Harris and William MacDonald.

The choir sang "How Great Thou Art" and a solo was rendered by Lester Gay.

The effort of the Christian stewardship plan is being made not simply for the purpose of raising needed funds but that a widening group of sharers might catch something of the enthusiasm which many have discovered in making plans for the future of the church and in letting everybody know what the church is doing and what the church plans to do in the days ahead.

The campaign is being planned and conducted by the church members under the pastor's leadership.

## CITY, CENTRAL

**In New Location**  
Notices which formerly appeared under this heading now are featured in new departments in the columns adjoining the Classified Advertising Section. City news is now featured on page 5—the new City News Page.

## Four-Act Play Is Presented

SUMMERSIDE — The four-act play, "Here Comes Miss Willoughby" was presented to a fairly large crowd at Civic Auditorium on Monday evening. The play was followed by variety numbers.

Members of the cast are Judy MacLean, Carla MacKinnon, Shirley Rayner, Nancy Morrison, David Weale, Don McNeill, Jim Hogan, Pat Pickard.

Solo parts were taken in the musical play by Katherine Rankin, Betty Blacquiere and Carol MacLean, and the chorus consisted of Carol Jenkins, Gail Jenkins, Cheryl Oton, Cheryl Paquet, Mary Woodside, Dawn Tuplin, Catharine Hickey, and Jane Graham.

Marjorie Ireland and Joan Ramsay were pianists.

The following variety program was carried out: Irish dance — Alita Llewellyn; solo — Ann Leard; Antony's oration — Alfred Tupper; tap-dance — Helen Bishop and Norma MacLeod; solo, Betty Blacquiere; instrumental music — Bobby Ramsay and Robert Godkin; solo, Carol MacLean; society notes, Nancy Morrison.

Clarence Mercer, school supervisor, thanked those assembled for their attendance, and all those who helped to make the entertainment a success. Thanks also were expressed to Boats Pharmacy for their donation of make-up and to Mrs. Ruth Champion for making up the members of the cast and chorus.

## WEATHER

TORONTO (CP) — Temperatures issued by the weather office:

City	Min.	Max.
Edmonton	35	40
Calgary	30	35
Regina	35	40
Winnipeg	41	46
Toronto	32	42
Ottawa	26	41
Montreal	31	45
Quebec	24	41
Fredericton	29	45
Saint John	45	45
Moncton	29	35
Halifax	37	45
Charlottetown	32	39
Sydney	31	38
Yarmouth	33	45
St. John's	31	41

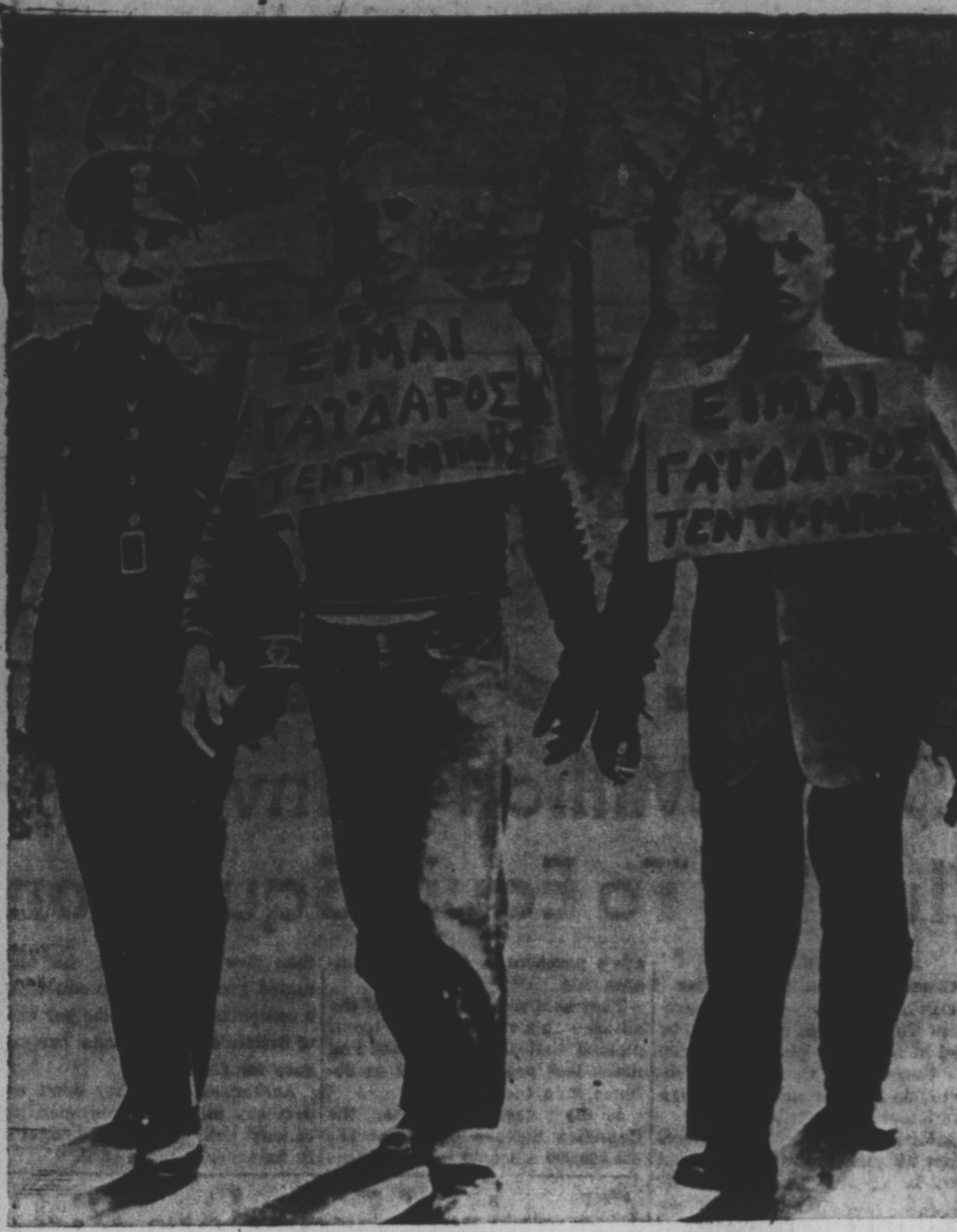
HALIFAX (CP)—The weather office says it will be mostly sunny but cool today over the Maritimes, but frequent cloudy intervals along with widely scattered snowflurries can be expected over eastern Quebec.

Forecasts:

Nova Scotia, Prince Edward Island and New Brunswick: Clear with a few cloudy intervals; not much change in temperature; light winds. Low-high at Halifax 32 and 50, Yarmouth 32 and 45, Kentville 30 and 50, New Glasgow, Gosport and Saint John 25 and 45, Sydney and Charlottetown 25 and 40, Moncton 23 and 45, Fredericton 23 and 45, Edmundston and Campbellton 22 and 40.

Bay of Fundy: Light winds; a few clouds; visibility 10 miles; not much change in temperature.

High tide today at Charlottetown at 9:46 a.m. and 10:20 p.m. At Rustico at 4:40 a.m. and p.m. Summerside tide eight minutes later than Charlottetown. Sun rises today at 5:18 a.m. and sets at 7:06 p.m.



**GIRL MOLESTERS ARE PARADED**  
Handcuffed together and wearing signs reading: "I am a jack-ass teddy-boy," these two youths are forced to take their punishment in strides as they are paraded through streets of Athens. Police said the pair assaulted some girls in a lonely street and threw stones at them. Recent rise in hooliganism in Greece may lead to new law imposing mandatory punishment on juvenile delinquents. (AP Wirephoto)

## Big Oil Companies Turn To Undersea Explorations

OTTAWA — A new era in Canadian oil exploration is opening. Currently the big funds have been well inland on the Prairies. Now the oil companies are turning to promising areas along the coastline.

More than 30 million acres worth of applications and permits for oil and gas exploration in off-shore lands are in the hands of the Department of Northern Affairs and National Resources.

In a special interview, Northern Affairs Minister traced on a map the lines of these potential oil and gas areas. One line ran along the coast of British Columbia, where large permits have been granted around the Queen Charlotte Islands. Another skirted Canada's northern coast and then turned north into the Arctic Islands. An extension ran south into Hudson Bay.

**SABLE ISLAND**

And the new area is Sable Island, 200 miles off the coast of Nova Scotia. Sable Island lies on the continental shelf of North America. It is an extension of the sedimentary basin that runs out to sea from the St. Lawrence river valley and it is in sedimentary basins that oil, gas and other mineral deposits are found.

There have long been rumours and sailors' tales of rich oil and mineral deposits around Sable Island and now Mobile Oil of Calgary will put the matter to the test. Mobile has applied for rights to search for oil in 600,000 acres of off-shore land around Sable Island.

Because the area is all under water, it comes under the authority of the Federal Government and not the province of Nova Scotia.

**33 FATHOMS**

Under an agreement signed in Geneva last year, Canada can lay claim to all minerals found in territories up to 200 feet below sea level from the Canadian shore line, or as far as it is physically possible to exploit any finds. The phase "as far as physically possible" considerably expands the potential area as in the Gulf of Mexico and off the coast of California. American companies are drilling oil at 1,500 feet sea depth.

Behind the selection of Sable Island is its promising geographical location. The island is 3,000 miles from Europe while the Middle East is 8,000 miles from the rich oil markets of Britain and West Germany. Sable Island is also on the doorstep of the Maritimes and New England states while Venezuela is 2,000 miles distant.

If oil is found in commercial quantities there the visionaries foresee it being shipped by atomic submarine tankers across the Atlantic to Europe. That, however, is well into the future.

Mr. Hamilton said acceptance of Mobile Oil's application was "virtually automatic." He said that because of the special difficulties in off-shore exploration and drilling, regulations governing permits might be eased. Normal permits are for nine years but this might be expanded to 12 years to allow the company to do the same amount of work in more time. The Oil companies are required to put in about \$3.50 worth of work per acre during a nine-year permit. Working conditions could hardly be more difficult anywhere than at Sable Island.

Known as "the graveyard of the Atlantic," is a sandy dot jutting above the ocean. In winter, the storms send waves almost clean across its low sand dunes. Its only inhabitants are a herd of half-wild ponies, believes survivors of a ship-wreck of long ago, and officers at the Department's Weather station.

## Senator Criticizes Inflation On Dollar

OTTAWA (CP)—Liberal Senator A. N. McLean said Tuesday the "inflated" Canadian dollar places a tax on exports and a premium on imports.

The New Brunswick senator said in the continuing Senate debate on inflation that the current exchange rate on the Canadian dollar is costing exporters upwards of \$100,000,000 annually. The federal government also was losing many millions in taxes.

He said the exchange rate was being driven higher by borrowings by provinces and municipalities in the United States at interest rates lower than those available in Canada. For its size Canada was one of the wealthiest countries in the world and there was no reason "why our bonded debt financing cannot be done within our country."

**PRICE OUT OF MARKET**

"The higher exchange rate in turn inflates the Canadian dollar and puts a higher price on our exports," he said. "If this goes on the exchange rate is going to price us out of some of our export markets."

Senator McLean, owner of a fish processing plant, said Canadian exporters often are forced to sell at a five-per-cent discount to compete with foreign producers. On goods shipped to the U.S. there was another three or four per cent for exchange.

"It is very discouraging and almost an impossible situation."

Competition in the export market was becoming keener month by month. Canada faced the danger of a further decline in exports to Europe.

The chief responsibility rested on the doorstep of the Bank of Canada "whose unwise and shortsighted policy has been the cause of inflating our dollar."

**DISAGREES WITH PCs**

Senator McLean disagreed with Progressive Conservative senators that referring the problem of inflation to a Senate committee for study would turn the upper House into a partisan, political body.

"I see no politics in the situation as practically all governments have been plagued and sometimes helped by inflation or deflation."

There was no "use in pretending that inflation is something like the bubonic plague or black death that is thrust upon us from the outside. It is caused from within and most of us have at times had a hand in generating it."

He was in favor of the Liberal-proposed senate study because inflation had seldom been properly explained to the man on the street. On the other hand, the scare of inflation had been over-emphasized.

Senator F. A. McGrand (L—New Brunswick) said he is unable to understand government opposition to the motion. There would be nothing partisan about a Senate inquiry into the problem.

## Decertification Ruling Awaited

NORTH BAY (CP)—A decision is expected shortly from the Ontario labor relations board on a bid for decertification of the International Woodworkers of America (IWA) local at the Field Lumber Company in Field, 40 miles west of here.

Management and union officials attended a board hearing in Toronto Feb. 18 which was called to consider the company bid for decertification. Decision was reserved.

A strike which has lasted almost 11 months had held up logging operations at the mill and caused bitterness among the people of the small community, most of whom derive their income directly or indirectly from the mill's operation. During the strike last year there were incidents of violence.

A lawyer for the company said Tuesday that the pickets have now left the plant and men are returning to work. It was expected a full crew would be on hand when sawing starts within the next few days.

able to understand government opposition to the motion. There would be nothing partisan about a Senate inquiry into the problem.

## Moose Saving Bill Opposed

SAINT JOHN, N.B. (CP)—The local branch of the New Brunswick Fish and Game Protective Association Monday night prepared a resolution opposing a provincial government reduction in the moose-shooting jail sentence from two months to seven days.

The resolution will be submitted to the annual spring meeting of the provincial association in Hardland, N.B. Friday.

A second resolution called for appointment of a business agent to reorganize old branches of the association.

**SUSPEND RIGHTS**

LIMA, Peru (AP)—The government suspended constitutional guarantees for 30 days Thursday because of labor unrest. The order permitting summary arrests applies to the entire country, although a two-week strike by Lima bank employees was the direct cause.

## COMMUNITY HOSPITAL

The annual meeting will be held in the O'LEARY PUBLIC HALL on Wednesday Evening, April 29, 1959, at 8 P. M. Public urged to attend.

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Matinee Thur. 3:30

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