

Late Surge Of Candidates Boosts Total Up To 1,013

By THE CANADIAN PRESS
A late surge of political hopefuls jumped into the Nov. 8 federal election race Monday as nominations closed across the country.

A total of 1,013 candidates were nominated for the 265 House of Commons seats compared with a record 1,023 who contested the 1963 general election.

As usual a scattering of late-blooming independents in Quebec helped swell the total. Quebec ended up with 18 last-day candidates — 13 independent, four New Democratic Party and one Creditiste. There also were four withdrawals from the unofficial lists—two independents and two NDP.

The deadline for submitting nomination papers in 242 of the 263 ridings was 2 p.m. local standard time. Nominations closed two weeks ago in 21 fast-flung constituencies where extra time is needed to distribute election supplies. Two ridings, Queens in Prince Edward Island and Halifax, return two members each to the Commons.

Conservatives are fielding a full slate of 265 candidates as they did in 1963. The New Democrats have nominated 255, 23 more than in 1963. Social Credit 87 and Creditiste 76.

There also are 12 Communists, the same as in the last election, and 38 independents.

Of the 265 members in the last House, 237 are seeking reelection but at least one won't make it. Gerard Groulx, elected as Social Credit member in Labelle in 1963 but who later joined the PC party, is contesting Hull where Liberal Alexis Caron is seeking reelection.

Thirty women are in the running, seven fewer than in 1963. Among them are the four women who captured Commons seats in the general balloting two years ago — Conservative Jean Waddis in Grenville, Liberal Health Minister Judy LaMarsh in Niagara Falls, Liberal Pauline Jewett in Northumberland, all in Ontario, and Liberal Margaret Koanans in Winnipeg South.

Democrats will defend his Burnaby - Coquitlam riding in British Columbia against three other candidates, as will Social Credit Chief Robert Thompson in Red Deer, Alta., and Creditiste Leader Real Caouette in Quebec's Villeneuve.

One of Mr. Thompson's opponents is Hazel Braithwaite of the NDP who has 21 grandchildren.

COMMUNIST VS. CAPITALIST
William Kashtan, 55-year-old head of the Canadian Communist party, is running in Toronto Davenport against Finance Minister Walter Gordon and two other candidates.

Montreal Papineau boasts the largest number of entries, seven, in single-seat ridings. There are six candidates each in the Quebec constituencies of Beauharnois - Salaberry, Hull, Portneuf and Sherbrooke.

Quebec also chalked up the largest number of candidates. Fighting for the province's 75 seats are 328 candidates. Ontario, with 85 seats, has 291.

As usual, the independents include new labels to get with new names in the political arena. Among them is the New Capitalist party, formed in Toronto last Oct. 8. It has three candidates in Ontario—party founder Frank O'Hearn, 76, in York-Scarborough, L. Ferris Kendall-Leicester in Toronto Spadina and Douglas Tilley in York-Humber. The party supports capitalism and opposes budget deficits.

Then there's the Rhinoceros party in Quebec, a group of high-brows bent on sardonic political effects. It has two candidates, Denis Bosse in Beauharnois-Salaberry and Lucien Rivard in Montreal Papineau.

No. Mr. Rivard is not the notorious dope smuggler. He's a newspaper reporter.

WOMEN SEEK VOTES
Two other women, Liberal Margaret Riddout in New Brunswick's Westmorland riding and Eloise Jones in Saskatoon, won reelection after the 1963 election and are seeking a return to the Commons.

There were no last-minute changes in ridings where the various party leaders are contesting seats.

Prime Minister Pearson is in a three-man battle in Ontario's Algoma East against broadcaster Joel Aldred, a Conservative, and NDP candidate Walter Stuart.

PC Leader Diefenbaker takes on three candidates in Prince Albert, Sask., including Liberal Lenore Andrews, wife of a Prince Albert doctor, and the notoriety dope smuggler. He's T. C. Douglas of the New

COVER EVERY RIDING

ON THE AIR

WEDNESDAY PROGRAMS

CFCY-TV

- 1.30 p.m.—Musical
- 2.00 p.m.—Film Festival
- 2.30 p.m.—Film Festival
- 3.00 p.m.—To Tell The Truth
- 3.25 p.m.—Take 30
- 4.00 p.m.—Moment of Truth
- 4.31 p.m.—Magic Boomerang
- 5.00 p.m.—Rin Tin Tin
- 5.30 p.m.—The Secret Squirrel
- 6.00 p.m.—TBA
- 6.15 p.m.—Political Telecast
- 6.25 p.m.—Robin Hood Flour Jack-pot
- 6.30 p.m.—Gazette
- 7.00 p.m.—CFCY-TV News
- 7.15 p.m.—Purty Flour Jackpot
- 7.20 p.m.—Political Telecast
- 7.30 p.m.—Walt Disney Presents
- 8.30 p.m.—Bewitched
- 9.00 p.m.—O.K. Crackerby
- 9.30 p.m.—Bob Hope Theatre
- 10.30 p.m.—Festival "Concert"
- 11.30 p.m.—Festival

CKCW-TV

- 9.57 a.m.—Station Sign On
- 10.00 a.m.—National 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
- 12.30 p.m.—Wednesday Playbill Show
- 2.30 p.m.—At Home With Helen Crocker
- 3.00 p.m.—To Tell The Truth
- 3.30 p.m.—Take Thirty
- 4.00 p.m.—Moment of Truth
- 4.30 p.m.—Razzle Dazzle
- 5.00 p.m.—Secret Squirrel
- 5.30 p.m.—Taytown LTV
- 6.20 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.—Men From U.N.C.I.E.
- 8.00 p.m.—Big Valley
- 9.00 p.m.—O.K. Crackerby
- 9.30 p.m.—Bob Hope Theatre
- 10.30 p.m.—Festival
- 10.30 p.m.—Festival Concert
- 11.30 p.m.—Festival
- 12.00 p.m.—CBC-TV News
- 12.15 a.m.—Viewpoint
- 12.20 a.m.—TV News
- 12.30 a.m.—Station Sign Off

CFCY RADIO

WEDNESDAY

- 6.30—News and Weather
- 6.35—Morning Roundup
- 6.45—Island wr. and Mar. Temp.
- 6.48—Morning Roundup
- 6.50—News and Weather
- 7.00—Hebrew Christian Hour
- 7.30—News and Weather
- 7.35—Farm Report
- 7.38—Farm Report
- 7.41—Morning Roundup
- 7.45—Island Wr. and Mar. Temp.
- 7.48—Morning Roundup
- 7.48—Morning Roundup
- 7.58—Sports Capsule and Scoreboard
- 8.00—News
- 8.11—Weather
- 8.16—Morning Roundup
- 8.45—Weather
- 8.50—Atlantic News Roundup
- 8.58—Thought For Today
- 9.00—CBC National News—CBC
- 9.11—Preview Commentary—CBC
- 9.16—Notes and Music
- 10.00—News and Weather
- 10.05—Notes and Music
- 10.25—Sunlight Eyes
- 10.30—News and Music
- 11.05—Notes and Music
- 11.30—Montague Entertains
- 11.40—Notes and Music
- 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—Tommy Hunter Show—CBC
- 1.20—Town and Country Time
- 2.00—News and Weather
- 2.05—Mostly Music
- 3.00—News Headlines and Weather
- 3.03—Trans-Canada Matinee—CBC
- 3.30—Tops in Pops
- 4.00—News Headlines and Weather
- 4.05—Canadian Roundup—CBC
- 4.10—Tops in Pops
- 5.00—News and Weather
- 5.05—The Outposts
- 5.25—Marine Weather
- 5.28—The Outposts
- 6.00—News and Weather
- 6.15—On Parliament Hill—CBC
- 6.25—Sports Parade
- 6.30—Business Barometer—CBC
- 6.35—Tonight's Music
- 7.00—Back to the Bible
- 7.30—News and Weather
- 7.45—Program Schedule
- 7.48—Tonight's Music
- 8.00—Assignment—CBC
- 8.30—Tonight's Music
- 8.58—News Headlines and Weather

Industrial And Trade Shows Become Potent Selling Force

By KEN SMITH
Canadian Press Business Editor
TORONTO (CP) — Industrial and trade shows, which give manufacturers a chance to tackle customers with a concentrated hard sell, have developed into a potent new form of merchandising in Canada.

Direct sales from Canadian shows now are running at least \$275,000,000 to \$300,000,000 annually, officials say, and the shows are getting bigger all the time.

There are about 30 ranking shows in Canada and, although many are held only once every two years, an estimated 800,000 buyers will visit this year's group looking for the latest in products ranging from grocery display cases to giant printing presses.

Industrial and Trade Shows of Canada, a division of Maclean-Hunter Publishing Co. Ltd. that manages about half of the ma-

nor exhibitions, says trade shows are a market place that can't be matched in any other way.

Norton Anderson, general manager of the division, estimates that through shows average as little as 1 1/2 per cent of a manufacturer's total returns.

When the division is getting list space at a show—it has a list of 75,000 firms in 40 countries for promotion purposes—it emphasizes the hard-sell approach for exhibitors.

"We don't feel a trade show

WASTE NO TIME
"Almost everyone visiting a show has a direct interest in the products on display or he wouldn't go," Mr. Anderson says. "So neither exhibitor nor buyer wastes time."

"The buyer can see what's available and, since the exhibitors usually have their top sales people on hand, they can get right down to details."

When the division is trying to sell space at a show—it has a list of 75,000 firms in 40 countries for promotion purposes—it emphasizes the hard-sell approach for exhibitors.

"We don't feel a trade show

12.30—Maritime Farm 'Cast
1.00—CBC National News and Weather
1.15—The Young Folk
1.45—The Open Road Show
1.59—D.O. Time Signal
2.00—The Open Road Show
2.45—Arthur Philips Speaking
3.00—CBC News
3.30—Trans-Canada Matinee
4.00—CBC News
4.03—Canadian Roundup
4.15—Music On The Air
5.00—Mar. Fish 'Cast
8.20—Tempo
CBC Notebook
6.00—CBC News
6.15—Op. Parliament Hill
6.20—Top Editorial
6.25—Inland Weather and Sports Scores
6.30—Business Barometer
6.35—Music In The Evening
7.30—Agenda and Centennial Expo
8.00—Assignment
8.30—The Sound The Sixties
9.00—Book The Week
10.00—CBC Nat'l News On Parliament Hill and Speaking Personality
10.30—Chamber Music
11.30—Musical Program
12.00—CBC News, Weather
12.15—Music In The Night

CONTRACT BRIDGE

By B. JAY BECKER

South dealer.
East-West vulnerable.

NORTH
♠ J73
♥ J743
♦ QJ10
♣ AKJ

WEST
♠ KQ105
♥ A862
♦ K754
♣ 98432

EAST
♠ Q108
♥ 982
♦ 1085
♣ 94

SOUTH
♠ AK9652
♥ A83
♦ QT
♣ QT

The bidding:
South West North East
1♥ Pass 3♥ Pass

However, at the second table, declarer succeeded in making the contract. Here also the defense led three rounds of spades and South ruffed. But this declarer introduced a psychological factor into the play which clearly raised his chances of making the contract.

He realized that if trumps were divided 3-0, the contract would be in danger of defeat. So, in an effort to combat this possibility, he played a club to the king and led the jack of hearts from dummy. East, holding the Q-10-9, covered with the queen. Declarer took the ace, West showing out.

It was now a simple matter to return to dummy, lead a heart, and finesse the ace. South later took a diamond finesse, which lost, but made four.

It may be argued that East should not have covered the jack, and no doubt a good case can be made for this contention. Had East played the eight on the jack, declarer would undoubtedly have gone up with the king or ace and gone down.

However, it cannot be denied that the second South created an opportunity for error, and to this extent his play was better than that of his counterpart at the first table.

It was a play which traded up on human frailty, which could lose nothing, and which had a chance to gain. What more can a declarer want?

should be used for public relations or image-building primarily," Mr. Anderson says. "The end of a long line of marketing procedures — a customer already has been made aware of products through advertising and calls from salesmen, this is a chance to demonstrate exactly what is available."

MANY FROM U.S.
"The Canadian market obviously is too small to support big shows, but exhibitors now realize thousands of buyers come to every one from the U.S.," Mr. Anderson says.

"At the recent graphic arts show in Toronto, one exhibitor sold 16 printing presses at \$80,000 each, but only four were sold to Canadian firms."

That four-day show attracted 200 exhibitors, 20,000 buyers and produced \$60,000,000 in sales.

"We expect to be busy for two years following up sales leads from the show," Norman Carriere, advertising manager for Toronto Type Foundry Ltd., reported. His firm wrote up \$300,000 in orders at the show.

The scope of the shows has

been growing along with results. At the National Industrial Production show held in Toronto last May, more than 6,000 persons were working for the exhibitors—about one for every seven visitors during the three-day display.

CITES NEED
"This sort of concentration is essential to achieve best sales," Mr. Anderson says. "If a booth is undermanned or has a salesman who just sits in a corner, a buyer may go across the aisle to a competitor and make a deal with him."

The same professionalism is needed in operating a show, too. For the production show, the division uses more than 3,000 contractor employees.

It starts planning the next show even before the latest one is finished and has to work closely with exhibitors to try to give them best results.

"It costs an exhibitor a lot of money to get space, bring in his products and to man his booth," Mr. Anderson says. "Results are the only thing that count for him."

RIPLEY'S BELIEVE IT OR NOT



JEAN LE ROND D'ALEMBERT
LEADING FRENCH MATHEMATICIAN AND PHILOSOPHER OF HIS TIME, WAS A FOUNDLING, ABANDONED BY HIS MOTHER.

THE GLAZIER'S WIFE WHO FOUND HIM NAMED THE CHILD AFTER THE CHURCH OF ST. JEAN LE ROND — ON THE STEPS OF WHICH HE HAD BEEN LEFT IN THE DEAD OF WINTER.

HE WAS THE ONLY WOODPECKER THAT FEEDS ON THE GROUND.

DAILY CROSSWORD

ACROSS

1. Wader across
5. Persian coin
9. Canter
10. Ankle bone
12. Choice group
18. Perform
14. Best
16. Varying weight
17. India
18. Not firm
21. Music note
22. Large numbers
24. Female name
27. Dull pains
28. Ravengers
30. Norse god
31. Anglo-Saxon serf
32. Chinese pagoda
35. Epoch
37. Substituting
39. Large artery
42. Master: Hindu
44. Algonquian
45. The Old Sod
46. Sheep ticks

DOWN

1. Largest book
2. Think
3. Network
4. Applications for wounds
5. Course or way; abbr.
6. Man's name
7. Exclamation
8. Lake in Switzerland
9. Remaining
11. Tension
15. Sanskrit school
19. Backward flame
20. Muscular twitches
23. Hair on horse's neck
23. Exclamation
24. Vacillates
26. Cow
26. Pro-noun
29. Compass reading
32. Wary
33. Puta in a poker stake
34. Moslem titles
36. Armadillo
38. Caliber
40. Wurttemberg measure
41. Clamor

DAILY CRYPTOQUOTE

— Here's how to work it:
AXYDLBAAX
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
PDXNX CNX VXZ PDCP ZHKK
MST PDXJGKXSXG NY C JHG-
PCAX—GZHV

Yesterday's Cryptoquote: EACH ONE SEES WHAT HE CARRIES IN HIS HEART.—GOETHE
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OUR BOARDING HOUSE MAJOR HOOPLE

