

Nfld. Conservative Claims Political Machine Active

OTTAWA (CP)—James McGrath (PC-St. John's East), the only Conservative MP from Newfoundland charged in the throne speech debate here that a "corrupt political machine" controls his province.

Bowens' store here on Friday. Mr. and Mrs. James MacGrath of Whycocomagh, N.S., were weekend guests at the manse with Rev. and Mrs. R.M. Cameron.

Mr. and Mrs. Ernest Johnson are visiting with relatives in Rothesay, N.B. Mr. Alden Lord of the Mt. Allison University faculty spent the holiday as guest of his mother, Mrs. Walter Leard.

The speech brought interruptions from Speaker Marcel Lambert and loud objections from the Liberal section of the Commons where six Newfoundland members held seats.

His 55-minute address was punctuated with 11 minutes of procedural wrangling over the propriety of charges which Liberal members said violated House rules against criticism of the conduct of members or members' constituents.

Mr. McGrath said certain made the trip to and from Montreal by plane. Mr. J. Harrison MacFarlane, Fernwood, is undergoing treatment in the Prince George Hospital.

Mr. McGrath said he did not intend to "cast any reflection upon the honor and integrity of any honorable members of this House."

PROMPTS PROTESTS After more Liberal protests and a caution from the Speaker, Mr. McGrath said he did not mean to cast any reflection on Newfoundland's political machine.

Her Island relatives and friends will be interested to learn that Miss Elizabeth MacCaull, daughter of Rev. Ralph B. MacCaull, of Sheet Harbor, N.S., has entered the Victoria Hospital, Charlottetown, where she will train for a nurse.

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CHARLOTTETOWN NATIVE RETIRES FROM RACF

The Sergeants' Mess, 6 Repair Depot, Trenton, Ontario, was recently the scene of a party attended by Warrant Officer Second Class Everett "Ev" Bernard on his retirement from the Royal Canadian Air Force after 22 years' service.

Above WO2 Bernard is presented with a gift and congratulated on his retirement by Warrant Officer Head, president of the mess committee of the Sergeants' Mess, WO in Charlottetown, P.E.I., WO Bernard, enlisted

in the RCAF in September 1940 since that time he has served at a number of RCAF units including Stations Uplands, North Bay, Summerside and Repair Depot, coming to the latter six years ago. He is married to the former Mildred

Mining Firm With Office Here Placed On P.E.I. Restricted List

WASHINGTON (AP) — The U.S. Court of Appeals has upheld action of the Securities and Exchange Commission in listing the Kakutash Mining Corp. on a "Canadian restricted list" without notice to the firm and without a hearing.

The commission notice included Kakutash Mining Co., a successor corporation. Both the firms were organized under Canadian laws.

The list names Canadian corporations whose securities the commission believes may have been distributed in the United States in violation of registration requirements of the 1933 Securities Act.

Judge Warren E. Burger in a majority opinion said the commission was correct in holding that the two firms as non-resident aliens had no assets in the U.S. on which to base court jurisdiction and therefore have no standing to sue.

Mr. and Mrs. Jack Donovan motored from Picton, N.S., and were weekend guests of Mr. Donovan's mother, Mrs. Maurice Donovan and his sister, Mrs. Alex MacKinnon.

Mr. and Mrs. Howard Stewart of Charlottetown motored to Georgetown where they were weekend guests of Mr. B.H. Stewart's brother, Mr. B.H. Stewart.

Mr. and Mrs. George MacDonald of Charlottetown visited with relatives in Georgetown on Sunday.

Mr. Kenneth Bruce Stewart, Charlottetown, was a visitor to this village on Monday, October 1st.

GEORGETOWN

Mr. and Mrs. George MacDonald of Charlottetown visited with relatives in Georgetown on Sunday.

Mr. and Mrs. Clarence David.

Mr. and Mrs. Edgar Petrus of Ontario spent part of their honeymoon in Misouche at the home of Mr. and Mrs. Eddie Peters.

NOT BLACKLIST

The listing is not a "blacklist" Misouche

On Wednesday evening the Parish Council of the Catholic Women's League held their monthly meeting at the home of Mrs. John S. Poirier.

Mr. and Mrs. Alfred Gaudet of Misouche left on Saturday morning. They will visit Montreal and parts of the United States.

ON THURSDAY EVENING

A good attendance. This bingo was sponsored by the Misouche Home and School Association.

Mr. Urban Perry arrived at her home in Misouche after having spent several weeks in Toronto visiting relatives.

Mr. Josephine Gallant of Victoria Bay was a weekend visitor at the home of her daughter and son-in-law, Mr. and Mrs. Charles Desroches in Misouche.

REGGIE, LORRAINE AND CHRISTINE

McKinnon of Toronto, have spent some time in Misouche as guests of their parents, Mr. and Mrs. John McKinnon.

On Friday afternoon the Misouche Elementary School held a "Violet Robinson" day on the grounds. Ribbons and prizes were awarded to the winners.

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ARMAND DESROCHES AND CLAUDE GALLANT

students at St. Dunstan's University, spent the holiday weekend at their respective homes in Misouche.

Mr. and Mrs. Fredman of New Jersey, U.S.A., are spending some time in Misouche as guests of Mr. and Mrs. John C. Poirier.

Violet Robinson spent the Thanksgiving holidays in Misouche at the home of Mr. and Mrs. Charles Desroches. Albert is a student at St. Dunstan's University.

Mrs. Donnie Simmonds of Cornwall and Miss Freda MacKinnon

of New Haven motored to Georgetown on Saturday where they visited Mr. and Mrs. Nelson W. Hansen.

Mr. and Mrs. Freeman Roach of Antigonish, N.S., motored to Georgetown on Saturday where they were guests of Mrs. Roach's aunt, Mrs. Mary Boudreau.

While here they also visited Mrs. Roach's grandparents, Mr. and Mrs. John Gertier. Mr. Roach is an announcer with TV station CPKU and was accompanied on the trip by his father, Mr. Thomas Roach of Stellarton, N.S.

Mr. and Mrs. D.C. McAlane of Amherst, N.S.

were weekend guests of Mrs. McAlane's parents, Mr. and Mrs. William Burke.

Mr. and Mrs. L.L. Mellaney of Halifax were recent guests of Mr. Mellaney's parents, Mr. and Mrs. William S. Martell.

The Guardian
Prince Edward Island
THE RETAILERS' BASIC ADVERTISING MEDIUM

Your Newspaper Advertising is Your Store's Image...

A store's image is "part and parcel of everything you do in your advertising," said Morris L. Rosenblum, creative advertising administrator for Macy's, New York. Speaking recently at the National Retail Merchant's Association, Mr. Rosenblum told of several qualities of good image-creating advertising:

1. CONSISTENT: Ads should run consistently, the more often the better. The less advertising a store uses, the harder the ads have to work to create a character image.
2. DIFFERENT: A store's ad style should be as different from the competition's as the store is different.
3. SIMPLE: Ad style should not draw attention to itself but should help the message read.
4. FLEXIBLE: Ad style should allow you to advertise any kind of merchandise at any time of the year for sale or non-sale events.
5. LONG LIVED: Ad style must be able to stand the rigors of time and change, and still maintain its individuality.
6. BUDGETING: Get every benefit of wise budgeting. A budget assures you of enough advertising to attract the attention of a maximum number of prospects with the full story of your merchandise.

Good ads — sales-producing ads — DON'T JUST HAPPEN! Careful "think through" of newspapers full power advertising and "how to budget advertising for bigger volume, more profits" will be discussed and planned for you at your convenience by competent advertising men who can help you solve your problems and aid you in getting your maximum share of the retail market. Let us discuss your advertising with you — NOW!