



ASKS SUPPORT

Mrs. Jean Bosch Tuesday appealed for American support of the new Dominican Republic government headed by Col. Francisco Caamaño Deno. "We need your help

and understanding, and your paratroopers," said the wife of the Dominican president deposed in 1963. Mrs. Bosch made her statement in a Washington hotel.

Experiments Measure Advertising Effects

By KEN SMITH
Canadian Press Business Editor
TORONTO (CP) — Controlled experiments indicate that newspaper, radio or magazine advertising for every-day consumer products can generate about 15 per cent more sales among people exposed to the ads, a United States researcher says.

But the sales gain can be lost in two or three weeks if the advertisement is a one-shot affair.

Those are findings reported by Daniel Starch, chairman of Daniel Starch and Staff, consultants in business research, in a paper prepared for the 50th annual meeting of the Association of Canadian Advertisers.

Noting that management now is demanding to know results of advertising even more than it did a few years ago, Mr. Starch told the association of three separate studies relating to magazine, newspaper and radio advertising.

CHECK MAGAZINES
On the basis of the buying practices of readers of one widely circulated weekly magazine in the U.S., involving the ads of 59 namebrand products during a five-year period, 9.3 per cent of the readers would purchase a product during the week following the appearance of its advertisement.

When no ad appeared, 8.6 per cent of the readers would buy.

This difference of .7 points, based on extensive data, indicates that 14 per cent more readers bought when there were advertisements of the brands in issues than when there were not," Mr. Starch said.

For the introduction of new products, the percentage of new sales climbed as high as 37 per cent following the insertion of ads.

The U.S. department of agriculture carried out studies of the effects of newspaper advertising on the sales of lamb, apples and frozen orange juice. Arrangements were made with 78 supermarkets in six cities to measure sales.

During periods when weekly advertisements were inserted in newspapers, sales were 10 to 15

per cent higher," Mr. Starch said.

APPLE SALES UP
"In the case of apples, sales were 20 per cent higher when the use theme was stressed and nine per cent higher when the health theme was emphasized. This was an average of 15 per cent more sales during weeks apples were advertised than during weeks there were no advertisements.

"In the case of a nation-wide

NOW!

Enjoy The All New Peerless Beverages



advertising campaign in newspapers of frozen orange juice, sales were 13 per cent higher than it was expected they would be without the promotional effort."

Mr. Starch said these extra sales represented a return of around \$3 for every \$1 spent on advertising.

"This may seem a small return for the expenditure," he said. "However, bear in mind that this is for immediate, current, additional purchases stimulated by the presence of an advertisement in an issue."

"Advertising often initiates purchase and use, and satisfactory use leads to repeat purchases.

"The delayed effect of building up a large reservoir of preference and habitual buying is probably, in the long run, the greatest value advertising contributes."

Argus Grounding Queries Heard

OTTAWA (CP) — All RCAF Argus anti-submarine aircraft will remain grounded until a routine safety check on the planes has been completed, Defence Minister Yelleyer said in the Commons.

He was replying to Gerald Regan (L-Halifax) who noted the planes had been taken out of service last week because of a defect.

Mr. Yelleyer said in answer to a question from Douglas Harkness (PC-Calgary North) the defect was due to stress or corrosion found on the fuselage of one of the planes.

H. Russell MacEwan (PC-Pictou) asked whether there was any evidence to show that the defect had caused the recent

crash of an Argus in the Caribbean.

Mr. Yelleyer said the inquiry into the Caribbean crash is continuing.

Prince Found Borneo Drink Very Potent

LONDON (AP) — Prince Philip says he came close to getting tight during his eight-week tour of Asia and Australia.

In a radio interview here, Prince Philip told of attending a banquet in Borneo and being offered a harmless looking drink. "It tasted very good," said the prince. "I had two tumblers of it. "I could hardly walk afterwards."

Seven Sealers Fined In Nfld.

CORNER BROOK, Nfld. (CP) — Seven men were fined in magistrate's court here for violating new sealing regulations. Capt. Allan Melbourne of the

The spectacle gave his hosts "immense pleasure," he added. A spokesman at the Malaysian government's office in London said the drink apparently was a local Borneo brew known as Tapai, made from tapioca roots.

PATTERSON'S FOR WATCH REPAIRS
113 Kent St.

pilot boat Incha was fined \$25, and Capt. Edward Bernard of the Cape Anguille and his five-man crew were fined \$10 each. Capt. Melbourne was fined for taking seals in the Gulf of St. Lawrence area after the 50,000-pelt quota had been reached. The others were fined for hunting without a permit.

GOVERNMENT OWNS LAND
The United States government owns outright 28.3 per cent of the District of Columbia.

The Paint Makers co.
All Kinds of Paint NASH ALUMINUM Doors, Windows, Awnings D. A. MacCANNELL 140 Great George St. Tel. 4-8850, Ch'town 1000 Colors

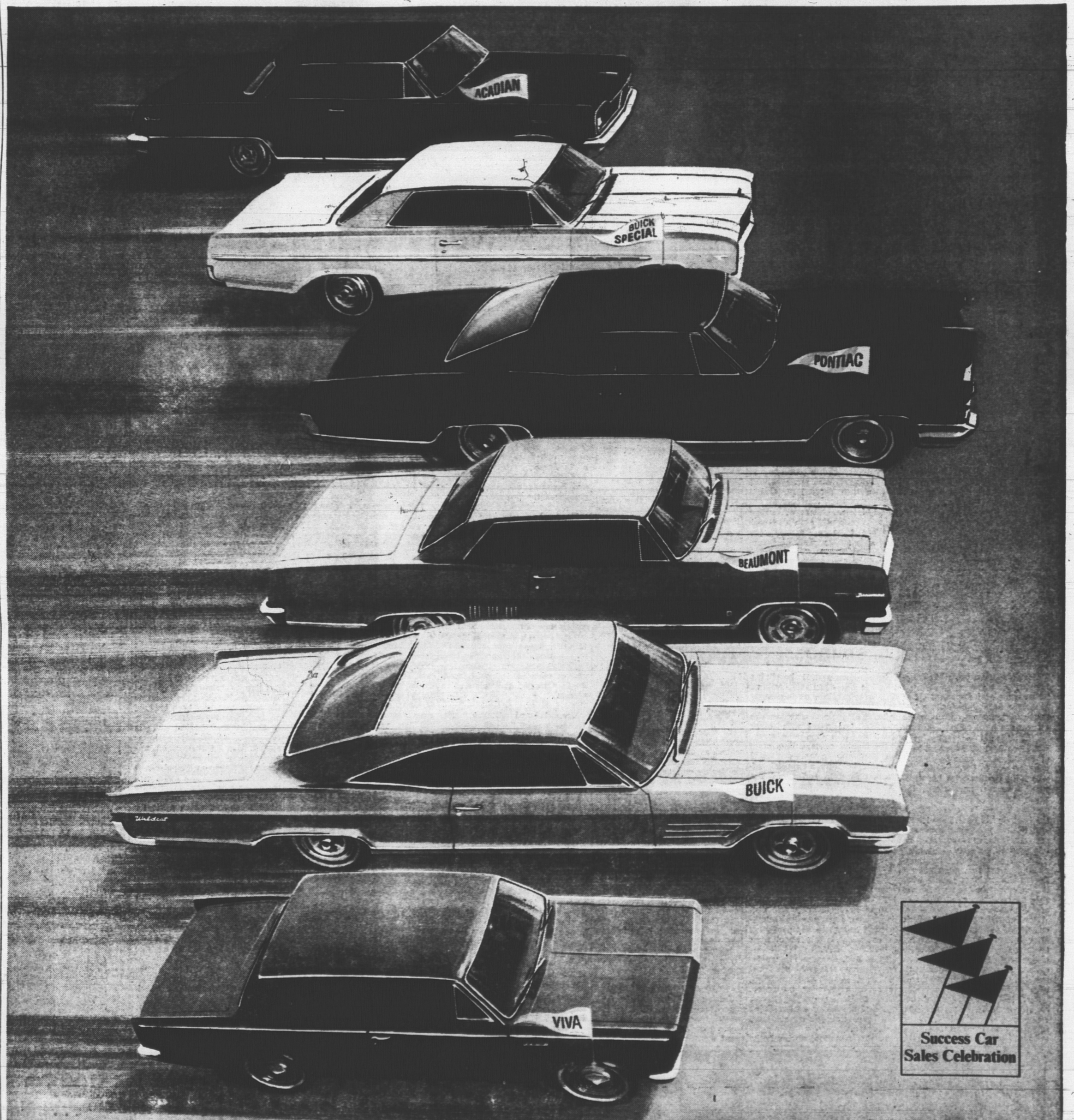
Last Of Lancs On Long Flight

SINGAPORE (Reuters) — The last serviceable Lancaster bomber of the Second World War has arrived here after a 10-hour flight from Darwin.

Australia, en route to an air fair at Biggin Hill, England, May 13.

INVENTED TV CAMERAS
The first practicable television camera was patented in 1938 by Vladimir Zworykin, a Russian born American.

COMING TO
St. Peter's Parish Hall
Seven Mile Bay
'LENA RIVER'
By the Souris K. of C. Players
TONIGHT—MAY 5th AT 8:30 P.M.
Specialties



Get the best deal of the year... on the best cars of the year... in the biggest sales event of the year!

Your Pontiac-Buick dealer needs good used cars, so he's offering top trade-in values during his Success Car Sales Celebration. It could mean the deal of a lifetime to you. Your present car will never be worth more than it is right now... at your Pontiac-Buick dealer's. Visit him today!

Pontiac! Buick! Buick Special! Beaumont! Acadian! Vauxhall! Immediate delivery on most models. And there are nearly a hundred models to choose from. See your Pontiac-Buick dealer today. He's got just the right car for every taste and every budget. And there's never been a better time to buy than right now!

Success Car Sales Celebration! It's your Pontiac-Buick dealer's way of showing his appreciation for the widespread sales popularity of all his 1965 models. Best deals! Widest selection! Visit your Pontiac-Buick dealer now. He's giving the kind of deals that will have you celebrating right along with him.

Success Car Sales Celebration

Now in full swing at your Pontiac-Buick-Beaumont-Acadian-Vauxhall dealer's

Authorized Pontiac - Buick - Beaumont - Acadian - Vauxhall dealer in Charlottetown
HILLSIDE MOTORS LIMITED
113 St. Peter's Road. Charlottetown, P.E.I. Dial 2-1243
Be sure to watch "Telescope" on CFCY-TV Friday at 10:30 p.m. and "The Rogues" on CFCY-TV Wednesday at 8 p.m.



STYLED FOR THE Young Crowd

Our hero — the active young he-man wears Sunbeam Sole-Proof shoes. They look smart enough for dates — hardy enough for touch rugby. Guaranteed soles and heels make the difference.



HENDERSON & CUPMORE
Grafton and Queen Streets