



### RADIATION MONITORING COURSE OPENS

E.G. Sherring, (left) chief instructor in radiation at the Civil Defence College in Arrprior, Ont., is in Charlottetown for the radiation monitoring course being conducted at Prince of Wales College this week. Above, he talks with Major Orin Simons, provincial civil defence co-ordinator, and Gerald Arsenault, provincial instructor in radiation. About 100 registered for the course in Charlottetown and 50 more are taking the course in Summerside.

### Kiwanis Club Has Speaker

A short talk by E.G. Sherring, chief instructor in radiation at the Civil Defence College, Arrprior, Ont., highlighted last night's dinner meeting of the Kiwanis Club.

Other guests in attendance were Joseph Rogers, assistant manager of the Charlottetown branch, Royal Bank of Canada, and Harry Conway, Charlottetown. L.G. MacNevin acted as chairman.

The meeting heard reports from the various committees in charge of membership, the wading pool, canteen, finance, and dues.

### Ambassador To U.S. Named

OTTAWA (CP) — Appointment of Charles Ritchie, a career diplomatic officer, as Canadian ambassador to the U.S. has been announced in the Commons by Prime Minister Diefenbaker.

Mr. Ritchie has been permanent representative to the United Nations since 1957.

In Washington he will succeed A. D. P. Heaney, who served two tours there as Canadian ambassador.

Mr. Diefenbaker said a new appointment for Mr. Heaney and a successor for Mr. Ritchie will be announced later.

### WEATHER

TORONTO (CP) — Temperatures:

|               | Min. | Max. |
|---------------|------|------|
| Dawson        | 22b  | 1    |
| Vancouver     | 44   | 53   |
| Edmonton      | 20   | 23   |
| Calgary       | 25   | 45   |
| Regina        | 20   | 28   |
| Winnipeg      | 23   | 29   |
| Toronto       | 16   | 29   |
| Ottawa        | 3    | 25   |
| Montreal      | 11   | 24   |
| Quebec        | 3b   | 20   |
| Fredericton   | 7    | 27   |
| Saint John    | 3    | 27   |
| Moncton       | 3    | 25   |
| Halifax       | 10   | 31   |
| Charlottetown | 4    | 19   |
| Sydney        | 7    | 26   |
| Yarmouth      | 13   | 31   |
| St. John's    | 25   | 29   |

HALIFAX (CP) — The weather office says cloud spread into the western regions during the morning. Rain is forecast for the south-western part of Nova Scotia by this evening as a disturbance moves closer to the three provinces moderating the temperatures.

Regional forecasts:  
Halifax and vicinity, Eastern Shore: Sunny becoming cloudy in the afternoon; milder; light winds increasing by evening to east 15. Low-high at Halifax 18 and 37, Goshen 5 below and 38 above.

South Shore, Annapolis Valley: Cloudy and milder; rain beginning in the evening; east winds 15, increasing by evening to east 25. Low-high at Yarmouth 15 and 40, Kentville 5 and 35.

Northern Nova Scotia, Sunny, becoming cloudy in the evening; milder; light winds increasing by evening to east 15. Low-high at New Glasgow 5 below and 30 above.

Cape Breton and Bay of Chaleur: Sunny and milder; light winds. Low-high at Sydney 3 and 20, Campbellton 5 below and 28 above.

Prince Edward Island, Eastern N.B. counties, Upper St. John River Valley: Clear becoming cloudy in the evening; milder; light winds increasing by evening to east 15. Low-high at Charlottetown and Moncton 5 and 30, Edmundston 5 below and 28 above.

Lower St. John River Valley: Cloudy and milder; east winds 15 increasing by evening to east 25. Low - high at Fredericton zero and 30, Saint John 5 and 35.

High tide today at Charlottetown at 7.11 a.m. and 6.27 p.m. At Rustico at 2.13 a.m. and 1.49 p.m. Summerside tide eighteen minutes later than Charlottetown. Sun rises today at 6.55 and sets at 3.34.

adopted by the Canadian Manufacturers' Association in its campaign to identify Canadian-made goods to customers.

The Canadian Chamber of Commerce shows a bird in free flight carrying a Maple Leaf in its beak, as the emblem of its "Operation Freedom" program through which the Chamber hopes "to bring to all Canadians a greater understanding and appreciation of the economic system of private competitive enterprise under which we live and the freedoms which it ensures."

The Southern-MacLean publication "Executive" has an article in its February issue on the "Poetry of Trade Marks," written by Cecil C. Kent. The article examines the power of suggestion in the brand names of various well-known products.



### 13 LEFT HOMELESS BY BLAZE

Flames and smoke can be seen billowing through the roof of the home of Mr. and Mrs. Murray Gulliver, Monday after Tignish and Alberton firemen gave a hopeless attempt to save the dwelling which housed 13 people. Furniture, clothing and other household goods on the ground floor were saved but nothing was salvaged from the second floor. Three of the family's 11 children were asleep upstairs when the fire was discovered. A vacant house not far from their former home was being fixed up for the family yesterday.

### Heavy Schedule Set For Douglas

A heavy schedule of speaking engagements has been prepared for national New Democratic Party Leader, T.C. Douglas, when he visits this province on March 5 and 6.

The party's provincial organizer, Tommy Dunphy, said yesterday that Mr. Douglas will arrive in Charlottetown by plane at 1.30 p.m. on March 5.

On that afternoon, Mr. Douglas will address students at the Montague regional high school and possibly at noon, will address a dinner meeting of the Montague board of trade. Later that afternoon, he will address a public meeting in Georgetown. He will leave at 4.30 p.m. Tuesday for Sackville, N.B.

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The New Democrat's leader does not plan any public appearances in Queens County. Mr. Dunphy said that Mr. Douglas will speak later in Queens on his tour of Canada, prior to the federal election.

Arrangements have not yet been made for a hall in Summerside, in which the New Democrat will hold their convention, nor has the party indicated who will run for nomination.

"We will have our candidates lined up this week," said M. R. Dunphy.

Mr. Dunphy also announced that the Feb. 15 visit of the party's national vice president, David Lewis, Toronto, who was to have addressed a dinner meeting at the Charlottetown Hotel, has been postponed until some time in March.

### Charges Are Laid In Mail Robbery

MONTREAL (CP) — A man has been arrested on charges of receiving stolen bonds in connection with a recent mail robbery at Rexton, N.B., police said here.

His name was withheld pending his arraignment in criminal court.

Police said they have recovered \$676 worth of postal money orders and postal notes believed to be part of the \$1,800 loot taken from the Rexton post office Feb. 2.

### St. John's Church At Crapaud Plans AYPAs, Laymen's Ass'n

CRAPAUD — A financially successful year was noted in the treasurer's report given at the annual meeting of the St. John's Church, Crapaud recently.

Highlights of the year included the purchase of a new organ for the church, an oil furnace for the rectory and an oil range.

Canon T.E. Loder, spoke of the co-operation he had received from the parishioners since coming to Crapaud in May, 1962 and stated that he hoped to serve the people of the parish for some time to come.

Two minutes silence was observed in memory of Mrs. Wilfred Ferguson, John Parker and William MacDonald, who died since the last meeting.

Reports heard included those of the Women's Auxiliary, Junior Auxiliary, Little Helpers and Sunday School.

Following discussion the executive of the Women's Auxiliary and the vestry were given the task of making plans for the parish's diamond jubilee celebrations in October.

Mrs. Wrixon Moore was appointed to explore the possibility of forming an AYPAs in the church, following a suggestion by Canon Loder that a Laymen's Association and AYPAs should be formed.

Eric Caldwell voiced the sentiment of the congregation to Canon and Mrs. Loder for the spiritual leadership they have given the parish.

The following are the officers elected for the coming year: rector's warden, Eric Loder; people's warden, Eric Caldwell; vestry, LeRoy Howatt.

### Forestry Agreement Is Topic

Members of the department of industry and natural resources, and Premier Walter R. Shaw, held a meeting yesterday in the premier's office to work on a new federal-provincial agreement on forestry.

Attending were Hon. Leo Rossiter, Deputy-Minister P.A. Murtagh, Forester Frank Gaudet and research director, Hartwell Daley.

Premier Shaw said that he had met with the acting federal minister of agriculture, Hon. Douglas Harkness in Summerside over the weekend and one of the topics discussed was how this province could take advantage of the federal Agricultural Rehabilitation and Development Act.

"Many details have yet to be worked out," the premier said, "but such items as forestry and the development of marginal land will come under the federal act."

### Sentence Suspended

A city man, James Edward Blaquiere, was given a 30-day suspended sentence by Magistrate A.J. Haslam Monday in the city police court on a charge of being drunk and disorderly.

A motorist, Harry R. Large, City, charged with speeding on the North River Road had his case adjourned until Thursday, Feb. 15. Another case of speeding Donald Keith Brown, Long River, was adjourned until Wednesday, Feb. 14.

A drunk and incapable was given 30 days.

For failing to stop at an intersection with a flashing red traffic light an accused pleaded guilty and was fined \$10 and costs or five days.

### Case Set Over Due To Illness

Due to the illness of Deputy Attorney-General J. Arthur McGuigan, one contested case was set over for one week by Magistrate James B. Johnston, QC, in Queens County magistrate's court Monday.

In this instance, Keith Joseph Francis, Charlottetown, was remanded until Feb. 19 on the charge of driving while his abilities were impaired by alcohol, to which he pleaded not guilty. Counsel for the defence is John F. Nicholson.

Pleading guilty to having possession of intoxicating liquor in a place other than his residence an accused was fined \$30 and costs or 30 days.

### Too Late To Classify

WANTED TO BUY STRING bells. Also sleigh bells, high beaver hats, brass candlesticks, spinning wheels, Gowered oil lamps. 29 Grafton St. Charlottetown.

WANTED TO BUY SINGLE house, with three bedrooms in or near Charlottetown. Write Box 5639 to Guardian-Patriot.

TO RENT — TWO BEDROOMS, second floor apartment, newly decorated, heated. Immediate occupancy. Call 4-6088.

### ISLAND NEWS PAGE

Alberton and West Prince County  
2 The Guardian, Charlottetown, Wed. Feb. 14, 1962.



### Mayor Currie, Alex Campbell Head Prince Red Cross Drive

W. R. Jenkins of Charlottetown, who has again assumed the responsibility of the provincial chairmanship of the Red Cross campaign for Prince Edward Island, has announced that Mayor W. A. Currie has agreed to act as chairman for Prince County, with Alex B. Campbell of Summerside again heading up the appeal for the town.

Mr. Jenkins said that last year's campaign had been successful in achieving 98 per cent of the objective with a considerable increase noted over the previous year in the Summerside results which, he said, reflected great credit on Mr. Campbell and those associated with him.

The provincial campaign chairman commented on the splendid response being met to date from former canvassers in a great many districts throughout the Island, but noted that there are still a large number from whom no replies have as yet been received. He pointed out that it is only by having every district covered by competent and enthusiastic collectors that this province's allotment of \$30,000 of the \$49,000 required to cover the cost of the Island's Red Cross operation, can be raised.

He explained that the balance of the funds needed to make up the province's Red Cross expenditures, are provided by the pooling of funds raised in the larger provinces of Canada.

The Red Cross campaign is scheduled to get underway March 1, and the required canvassing materials are already in the hands of many of the collectors throughout the province.

### Corporate Images, Emblems Now Studied By Business

By FORBES RHUDE  
Canadian Press Business Editor

Corporate images and corporate emblems are causing furrowed brows, much discourse, and substantial expenditures of money in business today.

The corporate image may be described as the partly subconscious and partly conscious impression that the public has of a company.

Perhaps the first requisite to having a good image is to decide what kind of image one wants and then to make sure it is lived up to.

The corporate emblem is an effort at a simple pictorial form that will express the qualities a firm thinks it stands for, and which will become so familiar to the public that people will think of the company the moment they see the symbol.

The Royal Bank of Canada, commenting upon corporate images in its monthly letter, says:

"A corporation, like a person, starts every new day as a new time of testing. In the course of the day the corporation will be judged a thousand times, or ten thousand times, every judgment being based upon some feature it presents: its correspondence, reception of callers and customers, sales approaches, courtesy of its clerks, truck drivers and operators, the spirit of its executive."

INCLUDES LION  
The Royal itself introduces a new emblem, which includes a lion, a globe and a crown in a simple design.

"It would have been hopeless," the letter says, "to attempt to show within the bounds of an emblem the day-to-day reality of the Royal Bank as a

### CHARLOTTETOWN CURLING CLUB VALENTINE DANCE

9.30 to 12.30  
WEDNESDAY, FEB. 14th

- Music by The Mariners
  - Spot dances
  - Regular guest rules, members and guests only: members free — guests 1.00
- "Come and enjoy yourselves"

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