

New Ailment Is Reported In Firms Seeking Exports

OTTAWA (CP) — There's a new ailment loose in the business world called "export syndrome." The symptoms are a lack of simple business sense that sets in when a firm decides to try for sales in foreign markets.

The trade department suggests a simple cure: Pretend it's really a domestic market and apply proven selling techniques.

Royd Beamish of the department of foreign trade, says that because this approach rarely brings results, the ailing firm usually decides that the export opportunities of its products do not exist. It gives up without a fight.

Mr. Beamish, writing in the department publication Foreign Trade, says the disease is a baffling one because it often affects firms that are leaders in domestic market promotion.

These firms wouldn't dream of launching a new product at home without a comprehensive program of market research, test studies, advertising and promotion. But they discard this common-sense approach in trying for foreign sales.

LITERATURE NEGLECTED

One of the essentials most often neglected, he says, is attractive sales literature.

"If you produce brochures or folders in full color for the domestic market, you should not be satisfied with anything less for your export customers," he writes.

Costs could be reduced sharply by having domestic and foreign brochures printed as part of one order, using the same color plates and layout patterns. Black text plates could be switched for the various foreign languages needed.

He advised that descriptive texts often need expansion for overseas buyers who may be unfamiliar with the basic purpose of a product already familiar in Canada.

Great care should be taken in translation.

A Spanish text for Latin America is quite different from that required in Spain. The trade department itself once prepared a handsome booklet in Portuguese for the Brazil market and discovered only in the nick of time it contained 123 errors due to the different way the language is used in Brazil.

In another case, a Japanese booklet prepared in Canada was sent to the trade department office in Tokyo for checking. It was in pidgin Japanese, sending the Tokyo office staff into convulsions.

ON THE AIR

The following program listings are published free of charge as a public service and appear as presented to us by the stations concerned.

WEDNESDAY PROGRAMS

CFCY-TV

- 1:30 p.m.—Musical
- 2:00 p.m.—Lunchbox Date
- 2:30 p.m.—TSA
- 3:00 p.m.—Take 30
- 3:30 p.m.—Edge of Night
- 4:00 p.m.—Canada Story
- 5:00 p.m.—Summer Camp
- 5:30 p.m.—Secret Squirrel
- 6:00 p.m.—TBA
- 6:15 p.m.—Live Longer
- 6:30 p.m.—Gazette
- 7:00 p.m.—CFCY TV News
- 7:15 p.m.—TBA
- 7:30 p.m.—Dean Martin
- 8:00 p.m.—Bewitched
- 9:00 p.m.—Green Acres (Color)
- 9:30 p.m.—Bob Hope Theatre (Color)
- 10:30 p.m.—Festival—15 Miles of Broken Glass
- 12:00 p.m.—CBC News
- 12:13 a.m.—Local Weather and Sports Scores
- 12:15 a.m.—Sign Off

For The Best In Color TV.

See the 1967 Dumont In Operation During Color Program.

CENTRAL RADIO and TV.

Kent St. Charlottetown

CKCW-TV

- 10:27 a.m.—Station Sign On
- 10:30 a.m.—Nova Scotia Schools
- 11:30 a.m.—Sign Off
- 1:00 p.m.—Wednesday Playbill
- 3:00 p.m.—At Home With Helen Crocker
- 3:30 p.m.—Take Thirty
- 4:00 p.m.—Edge of Night
- 4:30 p.m.—Canada's Story
- 5:00 p.m.—Summer Camp
- 5:30 p.m.—Secret Squirrel
- 6:00 p.m.—Supper Club
- 6:15 p.m.—TV Weather
- 6:25 p.m.—LTV Sports
- 6:30 p.m.—Supper Club
- 7:00 p.m.—Take A Chance
- 7:30 p.m.—Finnestones
- 8:00 p.m.—The Fugitive
- 9:00 p.m.—Green Acres—C
- 9:30 p.m.—Bob Hope Theatre—C
- 10:30 p.m.—Festival—15 Miles of Broken Glass
- 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.
 - 6:46—Morning Roundup
 - 6:55—News and Weather
 - 7:00—Hebrew Christian Hour
 - 7:30—News and Weather
 - 7:35—Farm Report
 - 7:41—Morning Roundup
 - 7:45—Island Wr. and Mar. Temp.
 - 7:46—Morning Roundup
 - 7:56—Sports Capsule and Scoreboard
 - 8:00—News
 - 8:55—Weather
 - 9:16—Morning Roundup
 - 9:45—Weather
 - 8:50—Atlantic News Roundup
 - 8:58—Thought for Today
 - 9:00—CBC National News—CBC
 - 9:10—Notes and Music
 - 10:00—News and Weather
 - 10:05—Notes and Music
 - 10:25—Sunlight Eye
 - 10:30—Preview Commentary
 - 10:55—Lucky 7 Contest
 - 11:00—News and Weather
 - 11:05—Notes and Music
 - 11:45—Bulletin Board
 - 11:50—Notes and Music
 - 11:55—Agriculture '66
 - 12:05—Weather
 - 12:05—Town and Country Time
 - 12:30—News and Weather
 - 12:43—P.E.I. Road Report
 - 12:45—Town and Country Time
 - 1:00—News and Weather
 - 1:05—Town and Country Time
 - 1:15—Gordie Tapp Show
 - 1:45—Town and Country Time
 - 2:00—News and Weather
 - 2:05—Mostly Music
 - 2:10—Mostly Music
 - 2:30—Assignment
 - 2:35—Mostly Music
 - 2:58—Thought For Today
 - 3:00—News Headlines and Weather
 - 3:03—Trans-Canada Matinee—CBC
 - 3:30—Pop Caravan
 - 4:00—News Headlines and Weather
 - 4:03—Canadian Roundup—CBC
 - 4:05—Pop Caravan
 - 5:00—News and Weather
 - 5:05—The Outposts
 - 5:25—Marine Weather
 - 5:28—The Outposts
 - 5:45—Sports Capsule and Scoreboard
 - 5:50—The Outposts
 - 6:00—News and Weather
 - 6:10—Tonight's Music
 - 6:30—Business Barometer—CBC
 - 6:33—Tonight's Music
 - 7:00—News and Weather
 - 7:30—News and Weather
 - 7:45—Program Schedule
 - 7:46—Tonight's Music
 - 8:58—News Headlines and Weather
 - 9:00—Midweek Theatre—CBC
 - 10:00—CBC National News, On Par. Hill and Speaking Personally—CBC
 - 10:30—Starlight Serenade
 - 11:00—News and Regional Weather
 - 11:05—Starlight Serenade
 - 11:30—News and Weather
 - 11:35—Starlight Serenade
 - 12:00—CBC News, Weather and Sports—CBC
 - 12:15—News and Music—CBC

CONTRACT BRIDGE

By B. JAY BECKER

West dealer. Neither side vulnerable.

NORTH
 ♠ K 8 6
 ♥ A 7 4
 ♦ K 10 5
 ♣ Q J 8

WEST
 ♠ Q 9 7 5 2
 ♥ K 9 8
 ♦ Q 4
 ♣ A 5

EAST
 ♠ A 4
 ♥ 6 5
 ♦ 8 7 6 3 2
 ♣ 9 7 4 2

SOUTH
 ♠ 10 7
 ♥ Q 10 5 2
 ♦ A J 9
 ♣ K 10 6 3

The bidding:
 West North East South
 1 ♣ Dblo Pass 3 ♠
 Pass 4 ♠

Opening lead — queen of spades.

Let's say you have the West hand and South reaches four hearts on the bidding shown. You lead the queen of spades, which holds. East plays the four and South the three.

The missing spades are now the A-10 and you realize there is no possible chance of beating the contract unless declarer has the ten, in which case, if you now play another spade, you will partner will be forced to play the ace even though dummy follows low.

It is also clear that even if declarer has another spade, the possibility of upsetting the con-

ally have been linked with increases in population," the institute report said, "while individual consumption has remained fairly stable."

Last year, Canadians sprinkled and spooned more than 1,800,000,000 pounds of refined sugar for an average of 97 pounds per person. "Less than half of the 97 pounds was bought as refined sugar in the grocery store and the balance was consumed in such products as confectioneries, soft-drinks, canned and bakery goods," the institute reported.

NO BURDEN ON HOUSEWIFE

At an average retail price of 10 cents a pound, the housewife spends about \$4 for each person in her family on sugar each year. The institute has computed this cost to be less than the price of a candy bar per person per week.

Today's refined sugar is about 20 per cent derived from sugar beets and about 80 per cent from imported sugar cane.

Some other countries are not so fortunate as Canada in the price they pay for sugar. The United States, England, Ireland, Australia and Scandinavian countries all have higher per capita consumption and yet pay more—up to 20 cents a pound—regardless of agricultural growing difficulties, rises in cost of living and vagaries in international trade and politics, sugar refiners and retailers in Canada have maintained a steady, healthy flow of sugar to Canada's sugar bowls," the institute reports.

New Outlets In Manitoba Cater To Home Wine Makers

WINNIPEG (CP)—Two full-time establishments in Greater Winnipeg are selling winemaking equipment and supplies for the do-it-yourself hobbyist.

Howard Donner, a Winnipeg pharmacist who runs the winemaking equipment firm of Ferret Products Ltd., says "it's a wide-open market" even though the Manitoba Liquor Control Act states that no person can have wine in his possession that was not purchased from the liquor control commission.

"I was always looking for new product ventures," said Mr. Donner. "Home winemaking was one of the things I thought of when I found out no informa-

Sugar Prices Seen Stable For 50 Years

MONTREAL (CP)—The Canadian Sugar Institute says the average annual price of sugar in Canada seldom has risen above 10 cents a pound while other food prices have risen over the last 50 years.

The institute draws this conclusion from figures issued by the Dominion Bureau of Statistics and figures from price lists of leading sugar companies.

Today, sugar is "at its normal 50-year level," the institute says, but its price can be affected by world crises.

The wholesale price of sugar in Canada now is six cents a pound when bought in 100-pound lots from the refineries.

In 1920, for instance, after the First World War, the price stood at 18 cents a pound, an all-time high.

Rationing during the war had kept the price relatively stable, but the Korean War brought the price in 1951 and 1952 to 12 cents. The year after the 1956 Suez crisis it went to 12.3 cents a pound and in 1963 and 1964 it reached 15.7 cents and 14.1 cents respectively as a result of the Cuban crisis.

PRICES STAY STABLE

The Canadian Sugar Institute reports that sugar prices have remained consistently more stable than the prices of many other foods such as milk, meat, and bread despite cost of living increases.

Although sugar is so common it is taken for granted, the institute is optimistic that total consumption will increase regardless of food-fad trends toward diet foods which contain artificial sweeteners.

"Increases in total sugar consumption in Canada tradition-

The Guardian, Charlottetown, Wed., Sept. 21, 1966. 13

CASTLE COOMBE, England (CP)—Farmer Bill Prior collected £200 on one of his local fields without any cultivation. He rented it out as a car park when a film company was shooting Dr. Doolittle in this scenic village, and then gave the money to charity.

SAULT RANKS HIGH

SAULT STE. MARIE, Ont. (CP)—Physical conditions at the airport here are unsurpassed throughout Canada, the new manager, Howard Mingle, said recently. An airport official for 18 years, Mingle's last post was at Frobisher Bay, Baffin Island.

RIPLEY'S BELIEVE IT OR NOT

430-FOOT SHARK CAUGHT AT TONGAREVA, MICHIGAN, HAD SWALLOWED A CASE CONTAINING 25 BOTTLES OF VICHY WATER (1942)

THE HOMES OF THE INDIANS OF NEW BRUNSWICK HAD CHIMNEYS MADE BY PILING UP OLD KITCHEN POTS

ANTONIO GAUDI (1852-1926) FAMED SPANISH ARCHITECT BECAUSE OF ALLERGIES NEVER WORE UNDERWEAR AND ALWAYS WASHED IN COLD WATER —USING BREAD CRUMBS INSTEAD OF SOAP

DAILY CROSSWORD

ACROSS

- Carrie Chapman
- Storm
- Undersea detector
- Zola
- Book-keeper's notation
- Metrical writing
- Shakespeare's river
- Spree
- Golfer
- Hogan
- Heavens
- Fiber used for burlap
- Way
- Wading bird
- Water-wheel
- Observe
- Small nail
- Nickel-sym.
- Yield
- Metal
- Seek (after)
- Slate
- Ledge
- Wash
- Danger
- Loafed
- Remain
- Hive dwellers

DOWN

- To tend to one point
- Chekhov
- Small insect
- mountain lake
- Attempt
- Enclosure
- Otherwise
- U.S. naval construction
- Everett
- Conjunction
- Ends
- Swooned
- Music note
- To mark
- Ever
- Nocturnal flyer
- Brightly colored insect
- Catalan
- ab-breviation
- Conjunction
- Byelashes
- Name
- Swooned
- Music note
- To mark
- Soft drink
- Apron top

Yesterday's Answer

31. Eyelashes
32. Name
33. Viper
34. The women
35. Sauer as correct
36. Dip out
37. Viper
38. Apron top

DAILY CRYPTOQUOTE — Here's how to work it:

AXYDLBAAXE 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, aptrophies, the length and formation of the words are all hints. Each day the code letters are different.

A Cryptogram Quotation

CSCKZ TNA HDXQUB TCNHQKC
 LWTHCUI LZ DWH XPA HFNAE-
 NKE.—DXKIYO

Yesterday's Cryptquote: HAVE WE EATEN ON THE INSANE ROOT THAT TAKES THE REASON PRISONER? —SHAKESPEARE

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OUR BOARDING HOUSE MAJOR HOOPLE

UPL! EGAD, SHE KNOCKED THE WHISTLE OUT! PERHAPS I SHOULD OFFER TO BUY HER A CORSAGE AS AN EXPRESSION OF MY GRATITUDE! BUT ON SECOND THOUGHT SHE MIGHT MISUNDERSTAND!

WHAM!

POOF!

DEFINITELY A MISUNDERSTANDING!

GRANDMA

I'LL JUST TAKE A SHORT CUT THROUGH THE VACANT LOT ON MY STILTS

AND NOT WORRY ABOUT ALL THE POISON IVY

OOPS, I HIT A ROCK!

MUGGS & SKEETER

WHAT DID YOU SAY, MA?

I SAID DO YOU NOTICE ANYTHING DIFFERENT ABOUT ME...

WELL, NO... I CAN'T SAY I DO...

I GOT A PERMANENT TODAY...

IT SEEMS LIKE ONLY LAST MONTH YOU GOT A PERMANENT...

THAT MUST HAVE BEEN THE MOST TEMPORARY PERMANENT ON RECORD!

ETA KETT

I'M STARVED! WHEN DO WE EAT?

WE'RE WAITING FOR WINGEY!

CALL HIM UP! MAYBE HE FORGOT!

WHAT'D HE SAY?

HIS MOM HAD AN EARLY DINNER—

HE'LL BE RIGHT OVER AS SOON AS HE FINISHES DESSERT!

HENRY

FREE LOLLIPOPS TO ALL TWINS!

WHERE IS YOUR TWIN, SONNY?

HIDING BACK OF ME, EH?

AH—THERE YOU ARE!

MICKY MOUSE

I'M TIRED OF THESE GRAPES!

THAT'S THE END OF THEIR CAREER.

LATER

OR MAYBE JUST THE BEGINNING!

NUBBIN

HERE! HERE! STOP THAT!! THE MEETIN' WILL COME TO ORDER!

JUUU JUUU

THAT'S BETTER! NOW... DO WE HAVE ANY OLD BUSINESS TO FINISH?

YESSSSSS!

SCREECH! A WKK!

SECRET AGENT X-9

A vanguard of the curious peers the impact point of the UFO

I SAW IT COME DOWN! OUT TOWARD THE PARKING PLACE!

LET'S GO!

... local authorities took to set up a cordon...

THIS IS CAR SIX! WE'VE GOT A MOB CONGREGATING ON THE SITE!

ROGER! MILITARY UNITS COMING IN BY COPTER! DO THE BEST YOU CAN UNTIL THEY ARRIVE!

—and within a few feet of the object

THE LONE RANGER

WE'LL BE ABLE TO PICK UP THE STAGES TRAIL AS SOON AS SCOUT AND SILVER QUEST GET DOWN!

WHATEVER THEM BRIBED! MAKE 'EM ACT PLENTY WILD, BUT NOW THEY COME BACK TO US!

LATER...

KIND SABBAY THESE STAGE, BUT HORSES GONE!

ARE THE PASSENGERS GONE, TOO?

JOE PALOOKA

THE LIMOUSINE TAKING US AND ANN TO KING ARBON'S PALACE CAN ONLY MOVE AT A SNAIL'S PACE...

GOSH!

ON BEHALF OF MY PEOPLE, I WELCOME TO OUR COUNTRY THE HEAVYWEIGHT CHAMPION OF THE WORLD... AND HIS WIFE!

THANK YOU, YOUR MAJESTY!

L'IL ABNER

WHAT'S HE GUILTY OF?

PRACTICING "LEVITATION"—CAN MAKE PEOPLE FLY!!

THAT'S A TERRIBLE CRIME... LIL RAT!!

WAVIN' YORE FINGERS DON'T FRIGHTEN US!!