

Ont. Firm Is Betting Slip-On Shoes To Take

By KEN SMITH
Canadian Press Business Editor
KITCHENER, Ont. (CP)—Greb Shoes Ltd., still slightly amazed by the startling success of the Hush Puppies it introduced six years ago, is getting ready to try it again.
 This time the family-controlled firm is betting Canadians will buy slip-on boots, similar to cowboy footwear, in a big way. I admit we're sort of sticking our necks out on this," says Marketing Director Jack Campbell. "But the market now is filled mostly from the United States and if we can provide a quality boot at a good price, I know there's a vast potential for sales."
 Greb is starting to produce the boots in a variety of models this month at its Winnipeg plant under an agreement with Acme Boot Co. of Tennessee. In return for what Mr. Campbell calls a "pretty sizable" royalty agreement.
 "With the Canadian boot market now estimated at 200,000 pairs a year, he says hopefully that Greb could sell \$1,000,000 worth next year.
 Although the company has several successful lines, its growth in eight years from an obscure manufacturer to one of the largest Canadian-owned shoe industries in the country follows the sales of Hush Puppies, the pigskin shoes the company tries in its advertising to make synonymous with comfort.
 Canadian rights to Hush Puppies, developed by Wolverine Shoe and Tanning Corp. of Michigan, were obtained in 1958 by Canada West Shoe Co., of Winnipeg.
BOUGHT UP FIRMS
 The following year Greb bought Canada West and another Winnipeg manufacturer, Calumet Shoe Co., as part of a long-term expansion program—but, says President Harry Greb, no one at that time had any idea of the market potential for Hush Puppies.
 In 1960, Greb put the shoes on the market, hoping to sell about 10,000. Sales ran to 44,000 the next year, with a target of 140,000 pairs, sales totalled 235,000. This year, they are expected to reach 1,500,000.
 "Our first production plan was for about 30 pairs a day and now we're turning out up to 7,500," Mr. Campbell says. "We were ridiculed at first for trying to sell Hush Puppies, but by now people have learned the error of their ways."
 Pushed by this success, the company's employment has risen to more than 1,200 from

100 in 1957 and sales revenue of \$13,000,000 last year from \$1,250,000 eight years ago. In industry sales in Canada last year ran about \$100,000,000.
 The 1965 sales figure does not include results from four Bauer companies purchased last December, which make blades and roller skates, football, soccer, baseball and bowling shoes and a variety of sporting accessories in Kitchener.
 The sharp growth wasn't without problems. For years, production could not meet demand. "At one time or another we've had just about every dealer in Canada mad at us," says Mr. Campbell.
BACKED BY FATHER
 The 5-year-old firm was established by Erwin Greb, father of the current president, on the base of an old company called the Berlin Shoe Co. He had financial backing from his father, Charles Greb Sr.
 In 1938 it undertook its first outside expansion, buying the Valentine and Martin Shoe Co. of Waterloo.
 Although 135,000 treasury shares were sold to the public last March, majority control still rests with the company and three sons of the founder are senior executives.
 Harry Greb, the 51-year-old president, joined the firm as a bookkeeper in 1933. His 36-year-old brother, Charles, who started as a machine operator in 1948, now is director of purchasing.
 Arthrop Greb, 49, is director of purchasing.
 Already operating in Quebec through agreements with firms in Trois-Rivieres and Grand-Mere, Greb is in the midst of a multi-million-dollar expansion of the manufacturing and warehousing facilities in Kitchener and Winnipeg and is reported considering further acquisitions.
 Despite the popular appeal of Hush Puppies, which accounts for about 60 per cent of the company sales, Greb still tends to think of itself as a manufacturer of specialty lines.
 It recently introduced a waterproof hunting boot for women and 10 years ago pioneered the North American use of a technique to vulcanize a rubber sole to a waterproof boot.
 That boot was intended primarily for sportsmen, but it proved so successful it has been adapted as an army combat boot and has won favor among construction workers.

Naval Architects Lose Out In \$500,000 Design Error

OTTAWA (CP)—A firm of naval architects has lost out on a major federal job because of a \$500,000 design error in a government ship, J. R. Baldwin, deputy minister of transport, said here.
 He told the Commons public accounts committee the firm has not received work of a substantial nature that it otherwise would have received. It had received some small jobs following discovery of the mathematical error.
 The firm was not named. The design error could have caused the weather ship to roll over under certain conditions. It was caught and the ship was launched later with a costly correction made.
 Committee members complained the government paid the architect the extra fee arising out of the structural changes made.
 Mr. Baldwin said court action was considered to recover the money but the justice depart-



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.

THURSDAY PROGRAMS CFCY-TV

- 8:30 p.m.—To Tell the Truth
- 9:00 p.m.—Take 30
- 9:55 p.m.—Milestones of the Century
- 10:00 p.m.—World In Contrast
- 10:30 p.m.—Razzle Dazzle
- 11:00 p.m.—Wild Bill Hickok
- 11:30 p.m.—Music Hop
- 12:00 p.m.—Fires Festival
- 12:30 p.m.—Gazette
- 1:00 p.m.—CFCY TV News
- 1:15 p.m.—Keyboard Melodies
- 1:30 p.m.—Please Don't Eat the Daisies
- 2:00 p.m.—Assignment Underwater
- 2:30 p.m.—The Third Man
- 3:00 p.m.—Seaway
- 3:30 p.m.—Dream of Jeannie
- 4:00 p.m.—Telescop
- 4:30 p.m.—Naked City
- 5:00 p.m.—CBC National News
- 5:15 p.m.—Local Weather and Sport Scores
- 5:30 p.m.—Sign Off

MacDONALD RADIO SERVICE

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CKCW-TV

- 9:00 p.m.—Station Sign Off
- 10:00 p.m.—Thursday Playbill—Three Hours to Kill
- 11:00 p.m.—At Home With Helen Crocker
- 12:00 p.m.—To Tell the Truth
- 12:30 p.m.—Take Thirty
- 1:00 p.m.—Milestones of the Century
- 1:30 p.m.—World In Contrast
- 2:00 p.m.—Razzle Dazzle
- 2:30 p.m.—Atom Ant
- 3:00 p.m.—Music Hop
- 3:30 p.m.—Supper Club
- 4:00 p.m.—TV News
- 4:15 p.m.—TV Weather
- 4:30 p.m.—TV Sports
- 4:45 p.m.—Supper Club
- 5:00 p.m.—Thursday Night of the Land of the Pharaohs
- 5:30 p.m.—Seaway
- 6:00 p.m.—I Dream of Jeannie
- 6:30 p.m.—Telescop
- 7:00 p.m.—Payton Place—II
- 7:30 p.m.—The Third Man
- 8:00 p.m.—CBC National News
- 8:15 p.m.—Viewpoint
- 8:30 p.m.—J TV News
- 8:45 p.m.—Station Sign Off

CFCY RADIO

THURSDAY

- 6:30—News and Weather
- 6:35—Morning Roundup
- 6:45—Inland Wr. and Mar. Temp.
- 6:46—Morning Roundup
- 6:55—News and Weather
- 7:00—Hebrew Christian Hour
- 7:15—Morning Roundup
- 7:30—News and Weather
- 7:35—Farm Report
- 7:41—Morning Roundup
- 7:45—Inland Wr. and Mar. Temp.
- 7:46—Morning Roundup
- 7:56—Sports Capsule and Scoreboard
- 8:00—News
- 8:15—Weather
- 8:16—Morning Roundup
- 8:45—Weather
- 9:10—Notes and Music
- 9:15—Assignment
- 9:30—News and Weather
- 9:45—Notes and Music
- 10:30—Preview Commentary
- 10:35—Notes and Music
- 11:00—News and Weather
- 11:05—News and Views on...
- 11:20—Notes and Music
- 11:30—Notes and Music
- 11:45—Bulletin Board
- 11:50—Notes and Music
- 11:55—Agriculture '66
- 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
- 1:15—Gordie Tap Show—CBC
- 1:45—Town and Country Time
- 2:00—News and Weather
- 2:05—Mostly Music
- 2:30—Assignment
- 2:35—Mostly Music
- 2:40—Assignment
- 3:00—News Headlines and Weather
- 3:30—Pop Caravan
- 4:00—News Headlines and Weather
- 4:03—Canadian Roundup—CBC
- 4:40—Pop Caravan
- 5:00—News and Weather
- 5:05—The Outposts
- 5:25—The Outposts
- 5:38—The Outposts
- 5:45—Sports Capsule and Scoreboard
- 6:30—The Outposts
- 6:40—News and Weather
- 6:45—Tonight's Music
- 6:50—Tonight's Music
- 6:55—Business Barometer
- 7:00—Back to the Bible
- 7:30—News and Weather
- 8:00—Chorus in Concert—CBC
- 8:30—Music Diary—CBC
- 9:00—Symphony Orchestra
- 9:00—CBC Nat. News, on Pa. H. and Speaking Personally—CBC
- 9:15—Index's Editorial and Speaking Personally

U Offices Close For Time

OTTAWA (CP)—A large number of federal government unemployment insurance offices are being closed for the summer months, and the relatively small number of claims going through them will be handled by mail, Labor Minister Nicholson said in the Commons.
 Howard Johnston (SC—Ontario—Revelstoke) asked whether it is true that 40 offices in Western Canada are being closed. Mr. Nicholson would not confirm the number but said it is to be expected almost that number will be closed. The unemployment insurance offices handled the work of the National Employment Service, which is being modified in the government's organization of the new manpower department.
 Opposition Leader, Diefenbaker said that 700 employment service workers failed to qualify in examinations for new duties and there is widespread uncertainty in the public service because of the adjustments.
 Jean Marchand, who is to be the new manpower minister, said re-assessment of employment service workers began before Jan. 1 and since 2,500 are involved, there may be errors. These will be corrected.
 OTTAWA (CP)—The CBC and some United States communications companies are studying the feasibility of using satellites in orbit to relay television programs from one part of the country to another, State Secretary Judy LaMarsh told the Commons Monday.
 She was asked by Stanley Korchiński (PC—MacKenzie) whether satellites such as Early Bird could be used for relaying television programs into remote parts of Canada not served now by land networks.

Medicare Bill Notice Given

OTTAWA (CP)—The government's medical care insurance legislation was mentioned in the Commons journals for the first time Tuesday, paving the way for debate later.
 Health Minister MacPheon gave formal notice that he will introduce a resolution preceding the medical care bill.
 The government has promised that the legislation will be made public and debated in part before the Commons' summer recess.
 The bill is expected to authorize the federal government to finance half the cost of universal medical insurance plans operated by the province starting July 1, 1967.
WALKING HELPS
 Walking on natural ground is more beneficial than walking on pavement.

Flagrant Security Leaks Claimed From Washington

NEW YORK (AP)—Columbia Broadcasting System has reported that planned air strikes against Hanoi and Haiphong, North Viet Nam, during the last five days were called off because of "flagrant security leaks in Washington."
 The report by Murray Fromson, a South Viet Nam, said speculation is that the leaks came either from a U.S. government source — a trial balloon — or from "doves" in the U.S. congress who don't want the air war expanded.
 Fromson also reported that a "high-powered public relations effort" had been planned to tell the U.S. administration's side of the story after the raids were carried out. Military officers around the world had been placed on alert, he said, to explain the reasons for the air strikes on Hanoi, the capital, and Haiphong, the major port. This effort, Fromson said, "has now been destroyed" by the Washington leaks.
 The CBS report also said America pilots are enraged by stories in print which would have endangered their lives and success of the raids if they had been carried out.

ENDS HEALTH CHECK QUEBEC (CP)

OTTAWA (CP)—Jean LePage, former premier who now is opposition leader, is to leave hospital next Thursday, ending a visit for a checkup and observation. A spokesman for Mr. LePage said the opposition leader, who entered hospital June 17, is in excellent condition. Mr. LePage has said he plans to go fishing when his hospital visit ends.

WOMEN WORKED HARD

One of eight workers in Canada in 1891 was a woman, and most worked 54 to 60 hours a week.

DAILY CROSSWORD

- ACROSS
- 1. Coral island
 - 6. Bedstead
 - 11. Cowboy's calf
 - 12. Play with (ruin)
 - 13. Verne
 - 14. Harangue
 - 15. Sneezing
 - 16. Unopened flower
 - 17. Indefinite article
 - 18. Compass point
 - 19. Eerie
 - 20. Bullfight cheer
 - 21. Journey
 - 24. Opposite of 20 across
 - 26. Desert "scenes"
 - 27. Saxonian
 - 29. Most domesticated national god
 - 33. Land measure
 - 35. O.T. book abbr.
 - 36. Youth
 - 37. Transfer
 - 39. Crescent shaped
 - 41. Street urchin
- DOWN
- 2. Race track habitus
 - 3. Eye
 - 4. Fibre
 - 5. Man's nickname
 - 7. Call out
 - 8. Grease
 - 9. Topaz
 - 10. Hummingbird
 - 9. Adds up
 - 10. Settings as a syllable
 - 13. Tardy
 - 19. Through river
 - 20. French
 - 22. Large reading desk
 - 23. By way
 - 24. Border
 - 25. Raminie
 - 27. Sheep
 - 28. Girl's name
 - 30. Keeping of coin
 - 31. Tendencies
 - 33. Store-keeper's stock
 - 36. Dip
 - 37. Nursery word
 - 38. Foreboding
 - 40. Cut edges of coin
 - 41. Obtain

Yesterday's Answer

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30
31	32	33	34	35	36	37	38	39	40
41	42	43	44	45	46	47	48	49	50

DAILY CRYPTOQUOTE — Here's how to work it

AXYDLBAKX
 LONGELLOW

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

IYO CYWRDQ FMHC RIT EWRTP
 HYH KHTERI RIT KEDDYOC
 GYMLG YW NMHT.—GIEDYR RYCHT

Yesterday's Cryptogram: MAKE YOUR NATIONAL CONSCIENCE CLEAN, AND YOUR NATIONAL EYES WILL SOON BE CLEAR.—RUSKIN
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OUR BOARDING HOUSE MAJOR HOOPLE

GREAT IDEA, MAJOR! YOU'RE THE ONLY MAN WHO'D THINK OF ORGANIZING GUYS WHO ONLY WORK 30 MINUTES A WEEK!

ACE, US UP TO THE FOURTH ESTATE TO AID RELIEF PITCHERS NOW THAT BRENDA'S JUSTICE HAS MOODEN HER FACE! BUT YOU WON'T BE ALONE IN THE BATTLE! I'VE FORMED A NEW ORGANIZATION CALLED SHOUTOUT! IT STANDS FOR SPECIAL HOOPLE UNION TO ORGANIZE UNDERPAID THROWERS! PITCHERS WILL ROCK TO JOIN AFTER YOU ANNOUNCE IT!

