

# Marketing Study Reveals Low Patronage Is Divided

MONTREAL (CP) — Authors of a marketing study in Quebec and Ontario say pharmacies in the two provinces enjoy greater adult patronage in a year than do 52 other major business classifications.

The findings were based on recent interviews with 4,669 adults so selected says the market researchers, that "valid results could be projected for the entire 7,100,000 adult population of Ontario and Quebec."

Each interview was said to have lasted from a half an hour to as much as an hour.

Runners-up to the pharmacies among the top "active markets" were clothing, with 6,000,000 adult customers; banking with 5,900,000; and beauty parlors and barber shops with 583,000.

Commissioned by the Bell Telephone Co. of Canada, the study sought to measure "the markets for 53 major classifications of services and products in terms of the number of people who buy, use shop for, or have service work done in each particular market category during a 12-month period."

**WOMEN BUY FLOWERS**

They also were interpreted as showing that women in Quebec and Ontario do more shopping for flowers than do men; and that "144,000 women annually buy, lease or inquire about building, printing, electrical and other heavy machinery."

The researchers estimated that 2,900,000 adults in the surveyed area buy or shop for toys, games and hobby supplies.

Musical instrument dealers attract a few more customers than the companies dealing in office equipment and personal loans.

Pet supplies and services attract 1,300,000 adult customers while 3,000,000 travelled by air, steamship, rail or inter-city bus, or use the services of a travel agency, the report said.

The surveyors said more people in Quebec and Ontario buy, renew or inquire about insurance or file claims than use taxis, purchase flowers, go to shows or visit service stations.

**MORE BUY CAR PARTS**

The percentage buying or shopping for tires, batteries and other parts and supplies was estimated as 33, while 25 per cent buy, sell or shop for new and used cars and trucks.

Four regions were designated for the study—the metropolitan Montreal and Toronto areas and the remaining areas of Ontario and Quebec.

The company said the report also showed that 500,000 Quebec and Ontario adults were shown to use the Yellow Pages of its telephone directories each day during a 12-month period, and 179,000 each year.

As for service stations, they attract the business of 50 per cent of the adults, and have 2,378,000 male customers, and 1,156,000 female.

The surveyors said the service stations draw 35 per cent of the adults with family incomes less than \$3,000; and 62 per cent of the \$10,000-and-more income bracket.

**ON THE AIR**

**SATURDAY PROGRAMS**  
CFCY-TV

2:30 p.m.—Musical  
2:30 p.m.—Baseball game of the week  
5:00 Tom Ewell Show  
5:30 p.m.—Bugs Bunny  
6:00 p.m.—Forest Rangers  
6:30 p.m.—Country Time  
7:01 p.m.—CFCY TV News  
7:15 p.m.—Fisherman's Log  
7:30 p.m.—Let's Sing Out  
8:00 p.m.—A World of His Own  
8:30 p.m.—Wagon Train  
9:30 p.m.—Beverly Hillsbillies  
10:00 p.m.—Great Movies (Susan Slade)  
12:00 a.m.—CBC TV News  
12:08 a.m.—Local Weather  
12:10 a.m.—Route 66

**CKCW-TV**

2:55 p.m.—Sign On  
3:00 p.m.—Baseball  
8:15 p.m.—Cartoon Capers  
8:30 p.m.—Bugs Bunny  
9:00 p.m.—Forest Rangers  
9:30 p.m.—Country Time  
10:00 p.m.—News, Weather and Sports  
7:30 p.m.—Wendy and Me  
8:00 p.m.—A World of His Own  
8:30 p.m.—Let's Sing Out  
9:00 p.m.—Zane Grey  
9:30 p.m.—Beverly Hillsbillies  
10:00 p.m.—Great Movies (Susan Slade)  
12:00 p.m.—CBC TV News  
12:20 a.m.—LTV News-Racing Recap  
12:25 a.m.—The Roaring Twenties  
1:25 a.m.—Station Sign Off

**SUNDAY PROGRAMS**  
CFCY-TV

1:00 p.m.—Musical  
3:00 p.m.—World of Sport  
4:00 p.m.—World of Sport  
C. P. G. A.  
5:00 p.m.—Time for Adventure  
5:57 p.m.—CBC TV News  
6:00 p.m.—Country Calendar  
6:30 p.m.—20/20  
7:00 p.m.—All Star Theatre  
7:30 p.m.—Ripcord  
8:00 p.m.—Cine Club  
8:30 p.m.—Patty Duke  
9:00 p.m.—Ed Sullivan Show  
10:00 p.m.—Bonanza  
11:00 p.m.—The Summer Series  
12:00 p.m.—CBC TV News  
12:08 a.m.—Local Weather and Sport Scores  
12:10 a.m.—Sign Off

**CKCW-TV**

2:27 p.m.—Station Sign On  
2:30 p.m.—Comment and Conviction  
3:00 p.m.—Canadian Tennis Championships  
4:00 p.m.—CPGA Championships  
5:00 p.m.—Time for Adventure  
5:57 p.m.—CBC TV News  
6:00 p.m.—Country Calendar  
6:30 p.m.—Metro Theatre  
Hell Below Zero  
8:00 p.m.—Julian Bream  
8:30 p.m.—Patty Duke  
9:00 p.m.—Ed Sullivan Show  
10:00 p.m.—Bonanza  
11:00 p.m.—Compass  
11:30 p.m.—Camera West  
12:00 p.m.—CBC TV News  
12:10 a.m.—Lionel Television News  
12:20 a.m.—Station Sign Off

**SATURDAY**

6:00—Music On The Menu  
7:00—Music On The Menu  
7:30—Music On The Menu  
8:00—CBC News & Inland Weather  
8:15—Maritime Sports and Sports Scene  
8:45—Songs Around The World  
9:00—CBC News and From Our Own Correspondent  
9:10—Music For Saturday  
10:00—Matinee Highlights  
10:30—Hobby Club  
11:30—How-Do-You-Say-Hello  
12:00—Current and Choice  
12:30—Country Capers  
12:45—Program Preview  
1:00—CBC News and Weather  
1:15—In Canada This Week  
1:30—Chansonette  
1:59—O-T Time Signal  
2:00—Off The Record  
2:30—Top of The Pops  
3:00—Opera Time  
4:30—CBC News  
4:33—Saturday Sports Date  
7:00—CBC News  
7:05—Inland and Marine Weather  
7:15—Sportsman's Almanac  
7:30—Traveler's Check  
8:00—My World  
8:30—Canada  
9:00—Country Holiday  
9:30—Music By Mantovani  
10:00—CBC National News  
10:05—Crime Quiz  
10:30—Old Time Fiddlers Contest  
11:00—Warner's Wax Works  
12:00—CBC News  
12:03—Sports Scores, Inland and Marine Weather  
12:15—Musician In The Night

**CFCY**

7:30—News & Weather  
7:40—Sacred Heart Program  
7:55—Piano Interlude  
8:00—La Bonne Nouvelle  
8:30—Radio Bible Class  
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# Proposed Hydroelectric Plant Said Obsolete Before Built

WASHINGTON (AP)—A New England power company official said here a proposed U.S. hydroelectric project on the St. John River in Maine near the New Brunswick border is "antiquated and obsolete before it is built."

Albert A. Cree of Rutland, Vt., chairman of the Electric Co-ordinating Council of New England, told a U.S. House of Representatives public works subcommittee that the cheapest power in the future will come from nuclear power plants.

Cree was recalled for questioning on the second day of a hearing on the \$227,000,000 Dickey-Lincoln School project recommended by President Johnson, Interior Secretary Stewart L. Udall and U.S. Army Engineers.

Washing. Cree, spokesman for chief executives of 19 New England power companies, said a combination of nuclear plants and pumped storage hydro plants would produce the same amount of power at less cost.

Cree estimated the investment cost of a large-scale nuclear plant at \$114 a kilowatt of installed capacity and in a pumped storage plant at \$80 a kilowatt. This compares, he said with an investment cost of more than \$300 a kilowatt in the Dickey-Lincoln School project.

Cree said he believes that federal construction of the Upper St. John River project "will have the effect of retarding the construction of nuclear power plants" by the New England utilities.

The project was supported in testimony Monday by Maine Governor John H. Reed, Maine's U.S. congressional delegation and members of the state legislature, and a spokesman for Vermont Governor Phillip Hoff.

War and 1960, these countries imported heavily only once, in 1955-56 at nearly 45,000,000 bushels.

Since 1960-61 they have never been below 22,000,000 bushels.

**WINNIPEG (CP)—**Communist countries have been off-and-on buyers of Canadian wheat since the Second World War, but have done their heaviest buying since 1960.

Russia has been the most spectacular of the Communist buyers, tapping the market early in the 1963-64 crop year for 239,000,000 bushels of wheat and flour and pulling nearly a repeat performance since the 1965-66 crop year started Aug. 1.

The bulk of her latest purchases, announced here Wednesday, make her bill for the current crop year about \$450,000,000 for 229,000,000 bushels.

In 1945-46, Russia took 6,031,000 bushels of wheat from Canada, then went without Canadian wheat until 1955-56, when she imported 14,790,000 bushels.

Between that time and 1963 she imported Canadian wheat in three years, never more than 15,900,000 bushels.

In the crop year just ended, she took a moderate supply. While final figures have not yet been compiled by the board of grain commissioners for Canada, August-to-June statistics put the exports to Russia at 6,915,000 bushels.

Russian purchases and wheat imports by Russia do not always jibe. For example, in the 1963-64 crop year, the grain commission's statistics put the actual imports by Russia at 162,174,000 bushels. A spokesman said dispersal by Russia to other countries makes up the difference.

China also has been a heavy buyer of Canadian wheat in recent years. She imported lightly in 1945-46, 1948-49 and 1949-50 and then went without until 1957-58.

The only year Communist China did not import wheat then was 1959-60, and in 1961-62 she bought heavily, importing nearly 72,000,000 bushels.

For statistical purposes, the board lumps most Communist takers under Eastern Europe, listing Albania, Bulgaria, Czechoslovakia, East Germany, Hungary, Poland, Romania, Russia and Yugoslavia.

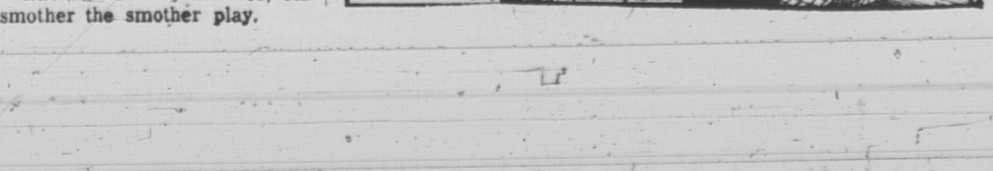
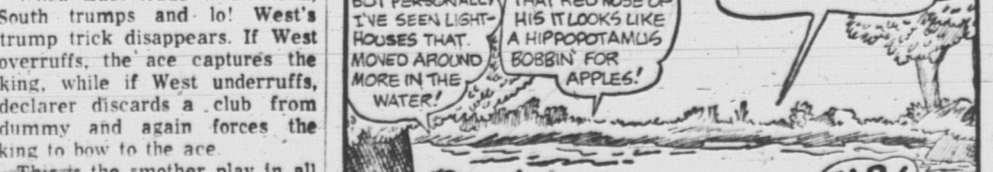
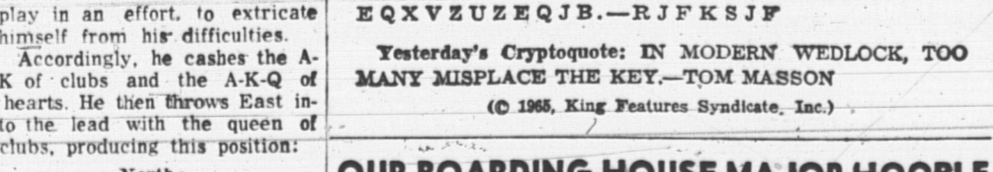
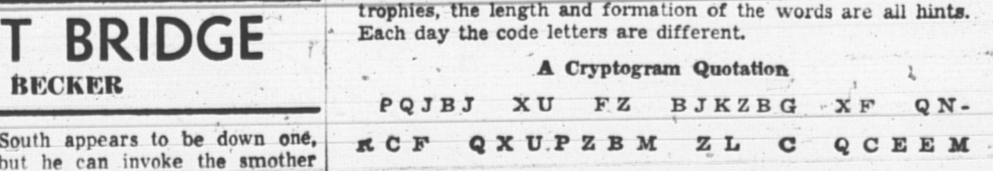
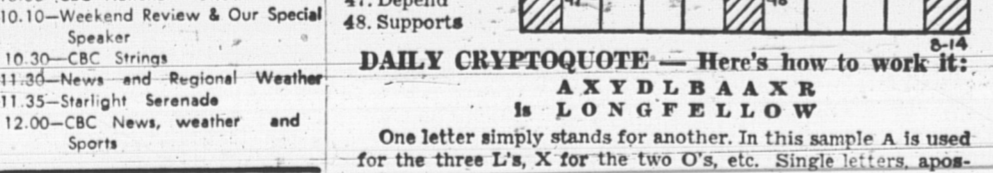
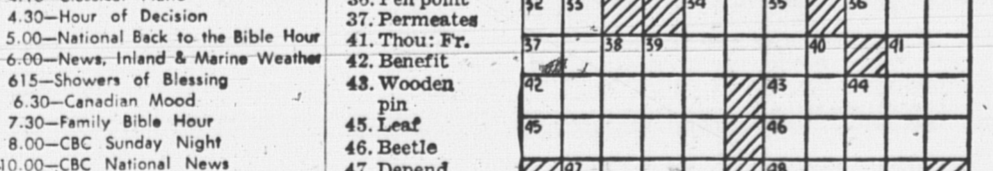
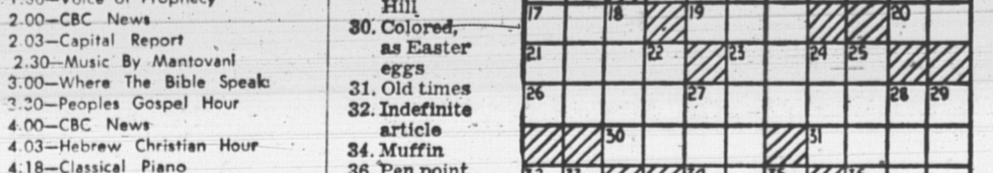
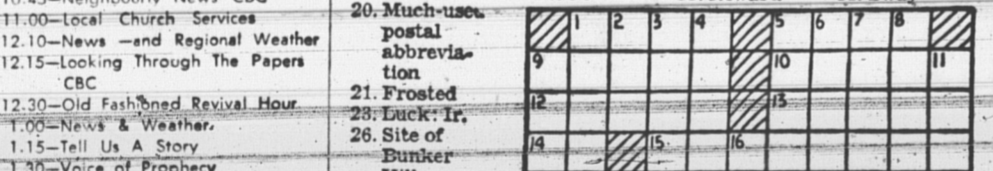
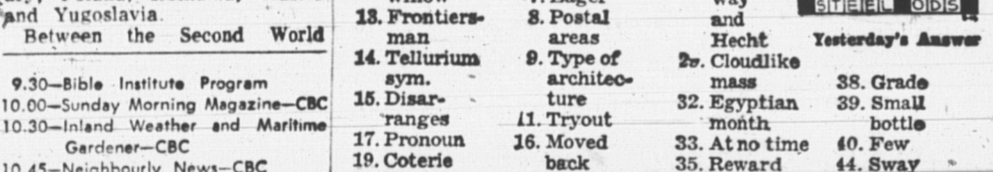
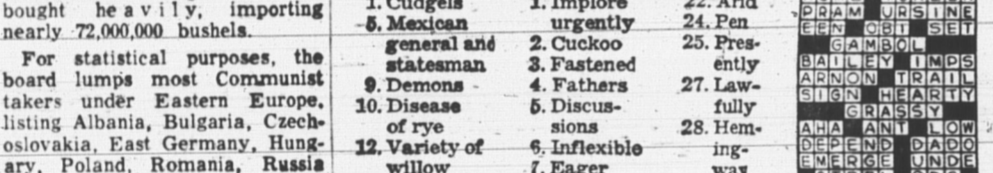
Between the Second World

# Communists Buying Wheat Since Second World War

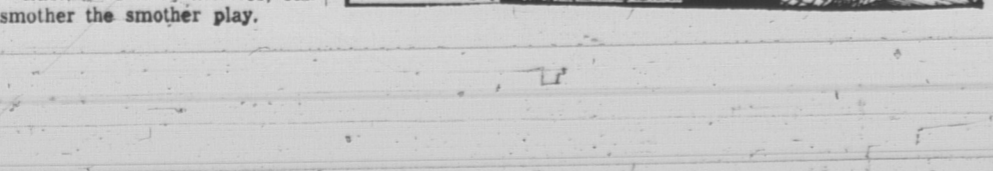
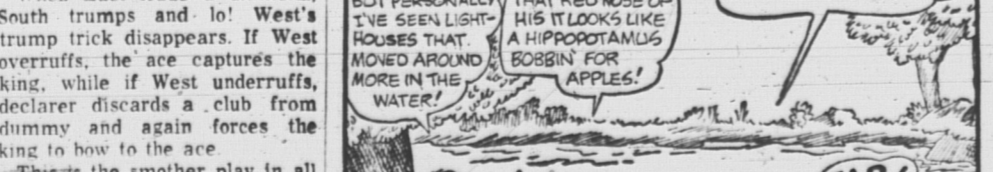
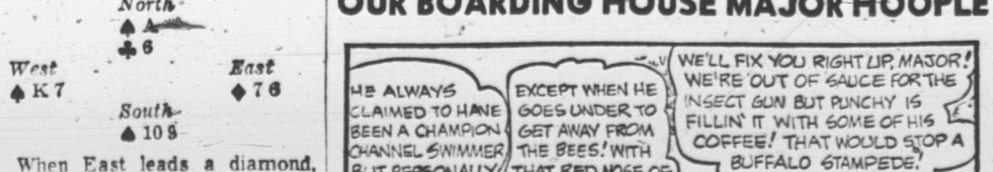
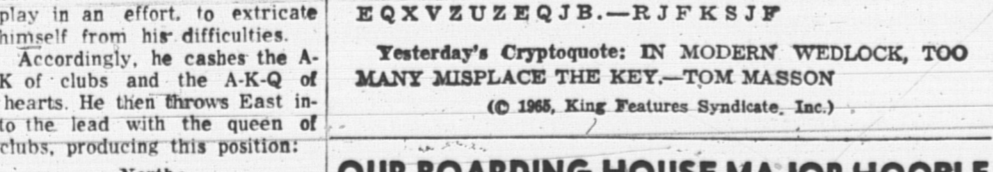
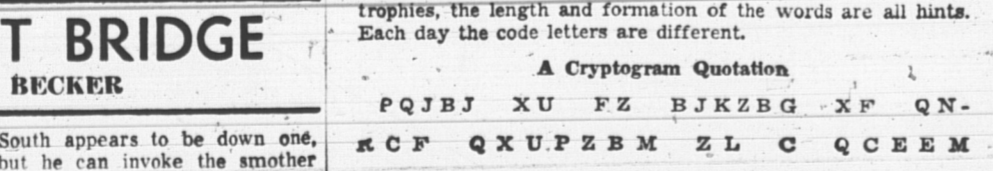
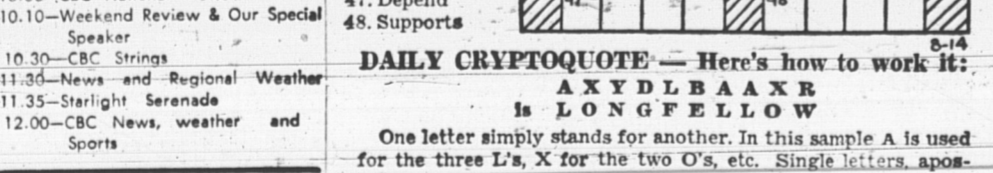
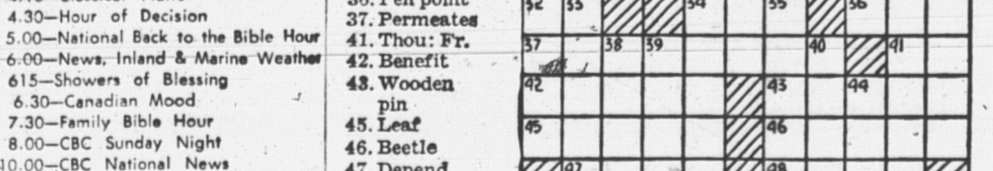
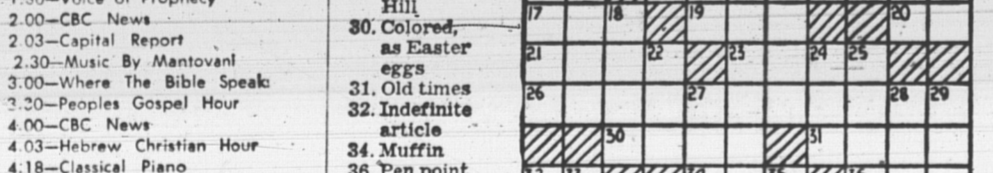
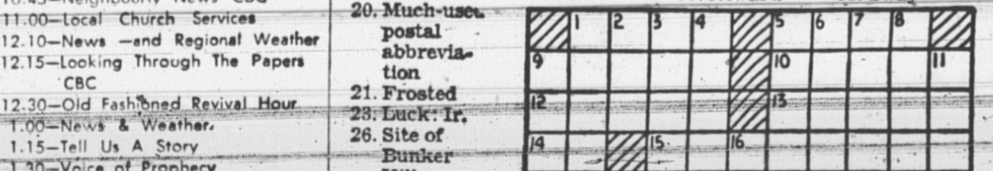
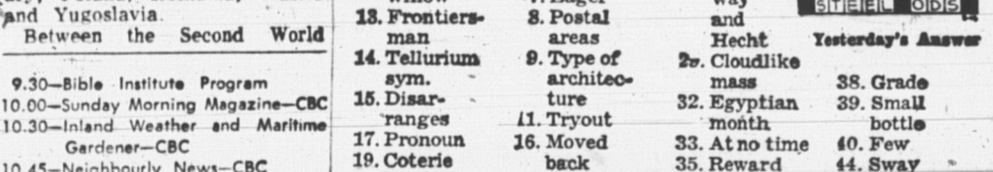
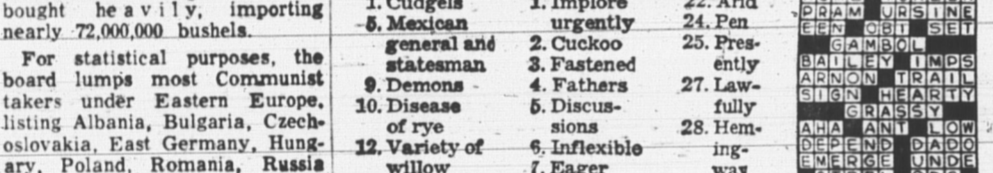
**TRINITY CHURCH IS THE ONLY STRUCTURE STILL REMAINING IN SACCAGIA A VILLAGE IN SARONNO ITALY THAT WAS ABANDONED 500 YEARS AGO**



# GRANDMA



# SECRET AGENT X-9



# ETNA KETT