

Charges Breweries Using TV 'Bootlegging' To Sell

OTTAWA (CP) — Dr. J. R. Mutchmor of Toronto Monday said three big Canadian breweries use a type of television "bootlegging" to sell their products in Ontario and Quebec.

The secretary of the United Church board of evangelism and social service told opening sessions of the Canadian Temperance Federation's two-day annual meeting.

"The most threatening kind of beverage alcohol-sponsored advertising is the radio and TV programs which these corporations have beamed into Canada from border stations in the U.S.A."

Dr. Mutchmor said the tables have been turned on prohibition days, when Canada allowed beverage alcohol to be bootlegged into the U.S.

REVERSE PROCEDURE

"Instead of Canada bootlegging into the U.S., American border stations enable the three big breweries in Canada to advertise their products to people in Ontario and Quebec," he said.

Until less than two years ago, he said, Canadian brewery corporations had a gentlemen's agreement under which bottle and drinking scene advertisements for beer were not published.

This agreement had been broken by Canada's chief brewer, today, magazines carried highly colored and attractive advertising, beamed chiefly at young people and young married couples.

FICTIONAL HEADQUARTERS

"It is to be noted that publications of this kind of beer advertising is made possible by the establishment of fictional headquarters of the magazine companies concerned in Montreal," he said.

A Toronto newspaper (The Globe and Mail) carried this kind of advertising in its weekly supplement, "using the device of having this supplement printed in New York State."

These were examples of how Ontario regulations against liquor and beer advertising were evaded.

NO FOLLOW-UP

He said the former Liberal administration did nothing to bring this matter to the courts following a restrictive trade practices commission report on Canadian breweries to the federal government in 1955.

Justice Minister Fulton had promised to refer the matter to the courts 12 months ago but to date there was no published report of any progress.

Dr. Mutchmor said the United Church has an "uncompromising hostility to the liquor trade."

"Social drinking has become a tyranny," he said.

ing is made possible by the establishment of fictional headquarters of the magazine companies concerned in Montreal," he said.

A Toronto newspaper (The Globe and Mail) carried this kind of advertising in its weekly supplement, "using the device of having this supplement printed in New York State."

These were examples of how Ontario regulations against liquor and beer advertising were evaded.

NO FOLLOW-UP

He said the former Liberal administration did nothing to bring this matter to the courts following a restrictive trade practices commission report on Canadian breweries to the federal government in 1955.

Justice Minister Fulton had promised to refer the matter to the courts 12 months ago but to date there was no published report of any progress.

Dr. Mutchmor said the United Church has an "uncompromising hostility to the liquor trade."

"Social drinking has become a tyranny," he said.

Rehabilitation Is Explained By Local Centre Director

"Maybe some day I shall be able to walk but, whether I do or not, I shall always be thankful for what I have. I think that other cripples like myself should always look to the future with hope in the heart and the knowledge that, after all, it could have been worse."

This was the courageous message uttered by Jimmie Schurman of Spratz Valley, a grade IX student in a wheel chair, a victim of cerebral palsy, as he spoke briefly before the Rotary Club at the weekly luncheon held at the Charlottetown Hotel yesterday.

The young man, who was the guest of Dr. Gencheff, has already undergone three successful operations and with continued exercises has improved greatly.

Dr. Gencheff, director of Rehabilitation Centre, who was introduced by chairman Lockery MacKay spoke on crippled children and the work of the Centre.

EMOTIONAL STAGES

"It is, of course, very important that physical ability be restored. But it is even more important to consider the emotional stages through which they must go and to educate them how to cope with the difficulties which they will surely meet in the future," Dr. Gencheff said.

After describing the plight of a crippled child or adult, not so many years ago, he pointed out the forward steps which have been taken to alleviate their condition through hospitalization and rehabilitation.

"In a great many cases these children can be completely rehabilitated and become useful citizens well able to take care of themselves, and there is no doubt that the funds used on their behalf will be received back many times over."

HELPS HIMSELF

Dr. Gencheff went on to say, "It is very important to let the 'crippled' child do everything he possibly can for himself, thus placing him on an equal basis with other children in the family. Let him try to do things and help him only when he asks for help. Make the child feel that he is just as important as the other children—make him feel that he is just as capable as other members of the family."

Thanks of the club was extended by co-chairman Al Cameron. President Russ Seller announced the formation of the 10,000th Rotary Club last week. World membership is now 467,000.

Clive Cudmore, president of the



DR. T. GENCHEFF

Kinsmen Club in a letter acknowledged with grateful thanks the support given by Rotary and other organizations in raising \$6,899 for the Springhill Disaster Relief Fund.

Stressing the need of the utmost support in the quest for blood donors, Dr. Alan MacMillan said that half a million bottles of blood were used annually in Canada, with 276 each month on P. E. Island.

"Can you think of a more valuable personal Christmas gift," he said, as he urged members and others to attend the blood donors clinic at Trinity Social Hall today.

IS COMMITTEES

Responding to the call for a "show of hands," 20 members signified their intention to be on hand Tuesday night for the Annual Rotary Auction at the Clover Club.

Chairman Tom DeBlois assigned 15 committees and eight auc-

tioners to their respective jobs. "All that remains to make our auction a success lies with the general public who have always been with us in bidding briskly as their contribution to this worthy community project," Mr. DeBlois said.

Guests of Rotary were Henry Hodge, city, Doug Lusty, Halifax, Rev. Peter Reid, Picton, Ont. and Clarence Campbell, President National Hockey League, Montreal. Basil Bird, Amherst, N.S., was a visiting Rotarian.

NOTICE TO PATRIOT SUBSCRIBERS

Patriot subscription accounts may be paid at the Montague, Souris or Summerside offices of The Guardian and The Patriot.

The Guardian--The Patriot

Wood Islands Traffic Up In November

A general increase in traffic of passengers, autos and trucks is noted in the November report of Northumberland Ferries Limited.

The total number of passengers transported amounts to 6332, an increase of 1342 over the corresponding month a year ago. The number of autos ferried increased from 1353 in 1957 to 1849 in 1958, and trucks advanced to 1212 from 1053.

The same condition prevails considering the period from May to November. In 1958 a total of 136931 passengers were transported, an increase of 52172 over the corresponding last year. Autos increased from 23388 to 39610 trucks from 6347 to 8518.

Christmas Tree Is Erected For Festive Season

MONTAGUE — Several seasonal activities now underway in

SOURIS HOSPITAL

Registered Nurse wanted immediately for floor duty, APPLY TO MATRON

Trinity Church Members Hear Guest Speaker

MONTAGUE — A largely attended service was held at Trinity United Church, Montague, Sunday morning when the guest preacher was Rev. John Henderson, B.D., of Sackville, N.B.

Rev. J. M. Fraser conducted the service and led in the reading in unison of Psalm 97. Mr. Henderson read the scripture lesson from Ephesians 4: 1-16 and also led in prayer.

"The choir sang as an anthem 'We Praise Thee' and the congregational hymns were 'Teach Me, O Lord, The Perfect Way', 'Jesus Loves the Little Children', and 'Jesus Calls Us, O'er the Tumult'."

Mr. Henderson is field secretary for Christian education in the Maritime Conference and gave a constructive and comprehensive talk on working with young people.

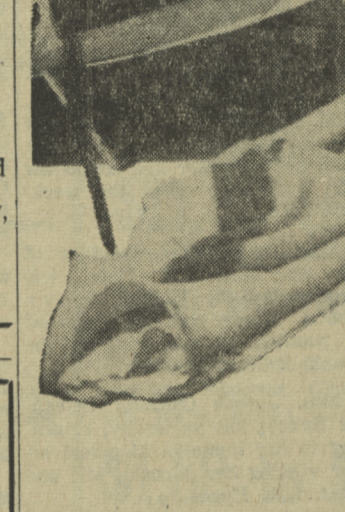
He said, Christian education is more than teaching truths to minds of young people, and that the real work is to help young people to have the mind of Christ within them.

He also added that it is a matter of experiencing the Christian faith and in Christian education there must be participation.

Right Port for Port

Residents of St. John's, Newfoundland walk over hidden treasure every day and have been doing so for 300 years. Downtown in the capital are tomblike vaults secluded under street level, containing case upon case of fine wine from Portugal to be sold in Britain.

Weekend Magazine tells the intriguing tale of how a French privateer caused the first shipment of wine to be maturated in Newfoundland and why this has become a habit.



Festive Frillies

These are flattering and frivolous—both to receive and wear. If Christmas is posing the annual problem of what to give your best girl, infinite variety is offered in sleepwear by the use of exquisite styling, embroidery and materials. What could be more feminine and original than a pair of net and taffeta harem pajamas? Weekend predicts that many male eyes will linger on lingerie counters this season.

We Are Analyzed by the New Canadian Atlas

From the distribution of click beetles and looper moths to the location of radio and TV stations, this immense government publication gives a thorough view of our vast country. Information contained on the 450 maps includes the density of air passenger traffic, the development of Canada's world affiliations, and many other fascinating facets of the land in which we live.

Good Giving Is Synonymous with GOOD FOOD

If the way to a man's—or anyone's—heart is through the stomach, then Helen Gougeon has the solution to some real heart-warming gifts still warm from your hearth. Your friends will appreciate such thoughtful presents as Buche de Noel, Curried Nuts and Plum Pudding.

Here Is the New Series on HOCKEY STARS

These coloured pictures and interesting information on leading stars of the N.H.L. will make a nice collection for hockey fans. This week Dickie Moore is featured—the top scorer of winning goals in the past two seasons for the Montreal Canadiens.

Orphan Children's Village

An experiment in child care is taking place in London, Ontario, where orphans are joining a family plan. Four pairs of parents are each given 12 mixed-up youngsters and a 10-room house. Children may be cheaper by the dozen—but no easier to handle! How do these temporary foster parents manage? Not by the aid of tranquilizers, but with a large dose of dedication.

How the Allies Were Helped by a SAFECRACKER

Weekend Magazine brings you the unusual tale from Scotland of Johnny Ramensky, a talented and admired convict who has spent his life in and out of prison. His best friend is the detective who pursued him for 25 years, and secured him a job with the commandos during the war. Johnny's story will win your sympathy and admiration when you read it in Weekend.

Lucile Wheeler Retires at 23

—and it will be "23 skidoo" to skiing for Lucile of the Laurentians—at least to competitive skiing. It cost her 13 years of spartan living and her father \$30,000 to make her the only world champion skier Canada has ever produced. Will she be able to stop now that she's the top of the crop? What will the ski-queen have to sacrifice in order to live "a normal life" in obscurity?

CHANGE DAY OF REST

LONDON (AP) — The Soviet Union's day of rest this week has been changed—by official decree—from Sunday to Saturday. Moscow radio reported the cabinet decision Monday. "Only reason given was that of 'meeting the wishes of the working people.'"

CHRISTMAS BULBS

C 6—Small, 5 cents each
C 7½—Medium, 7 cents each
C 9½—Large, 11 cents each
Montague Electric Co.
Phone 92

Air Ambulance Flies Beyond the Call of Duty

From frostbite to leprosy, from abortions to polio, no matter what the case may be, Saskatchewan's Air Ambulance is on call 24 hours a day—and has been for the past 13 years. This unique service struggles through hazardous weather and rough, improvised airfields to perform their errands of mercy. This dedicated, outstanding crew of pilots and nurses have carried 10,000 patients, and saved many lives. Weekend Magazine is proud to present their story.



Orphan Children's Village

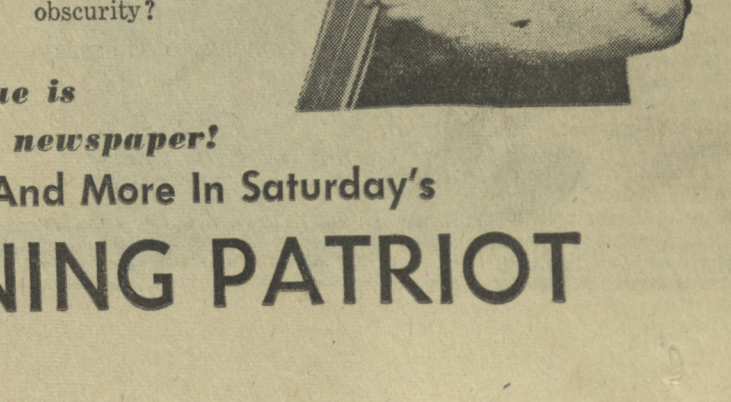
An experiment in child care is taking place in London, Ontario, where orphans are joining a family plan. Four pairs of parents are each given 12 mixed-up youngsters and a 10-room house. Children may be cheaper by the dozen—but no easier to handle! How do these temporary foster parents manage? Not by the aid of tranquilizers, but with a large dose of dedication.

How the Allies Were Helped by a SAFECRACKER

Weekend Magazine brings you the unusual tale from Scotland of Johnny Ramensky, a talented and admired convict who has spent his life in and out of prison. His best friend is the detective who pursued him for 25 years, and secured him a job with the commandos during the war. Johnny's story will win your sympathy and admiration when you read it in Weekend.

Lucile Wheeler Retires at 23

—and it will be "23 skidoo" to skiing for Lucile of the Laurentians—at least to competitive skiing. It cost her 13 years of spartan living and her father \$30,000 to make her the only world champion skier Canada has ever produced. Will she be able to stop now that she's the top of the crop? What will the ski-queen have to sacrifice in order to live "a normal life" in obscurity?



Your best reading value is your week-end newspaper! All This And More In Saturday's THE EVENING PATRIOT

WAY

re you I'm not pro- nounced a beer-love- nance meeting. "I'm ed with an open and- ned to listen to what- nced in pure rubbish- porter

long day during which- small sons had been- ambunctious, I treated- of my patience. "Get- ed this very insuranc- n and I heard one of- "We'd better get a- e's on the countdown- y to blast off."—Read-

owing letter has been- by our New York of- nse to a reminder- American reader that- ntion was due for a- Dear Manchester Gas- nks for the enjoy- nceived from your fine- nazine. I am sorry I- n new it, but I no longer- nazines. I passed it- nposedly Better World- n Your Truly." Our- nanager is still work- n in his rep- n—Send it—Manchester-

rim farmer who com- that his wife did no- her full share of the- day. He kept a min- n his activities. It re- n the door for children- n shouted "Stop John- n shoes: 16. Stopped- n. Answered phone: 1- n glasses of water at- n. Answered question- n after children: About- n one-half miles. Lost- n 45 times. Next day- n his wife the washing- n he coveted.—Irish Digest-

Age Old Story
The Root and the Offspring
id, and the bright and
y Star.

YESTERDAYS
In The Guardian Files
FIFTY-FIVE YEARS AGO
(Dec. 2, 1933)

interest and enthusiasm
own at the formal open-
Tignish Hall on Wednes-
day of the new library.
eph Bernard presided at
an. Speakers included Mia
aterson, Director; Rev.
ardDonald, Professor J.E.
ward, Mr. J.B. Morrison
J.S. DesRoche of Char-

coming from his home a
ys ago, the little four-year-
n of Mr. and Mrs. Ted
er walked into a hole in
n on the pond of the Char-
nce Company. Mr. Rob-
n who was skating in
nity, hurried to the res-
ing the little chap out of
water.

TEN YEARS AGO
(Dec. 2, 1948)

John Roberts, corner of
Park and Bayfield Streets,
a serious condition in a
ntown Hospital as a result
ing fallen off a roof which
is shingling Tuesday eve-
n. Mr. Roberts broke his
one arm and a leg in the
it is only a few months
Mr. Roberts broke his leg
similar fall.

longshoremen working all
last night, it is expected
the S.S. Eidon will be load-
ed ready to sail sometime
with her cargo of potatoes
acksonville, Florida. She
cent chartered by MacFar-
Products Ltd. and will have
d 110 carloads by the time
ready to cast off.

Mr. and Mrs. Douglas Sorrie,
Montague spent Sunday in Stur-
geon with their parents, Mrs.
J.D. Sorrie, and Mr. and Mrs.
Warren Kemp.

The many friends of Harvey
Moore are sorry to hear that he
is ill at his home in Albion.

Mr. and Mrs. Wally Dixon, New
Glasgow, N.S., spent the week-
end in Sturgeon, visiting the
latter's mother, Mrs. Nat Mac-
Kinnon.

Robert Taylor, spent the week-
end at his home in Albion.

Mr. and Mrs. Douglas Sorrie,
Montague spent Sunday in Stur-
geon with their parents, Mrs.
J.D. Sorrie, and Mr. and Mrs.
Warren Kemp.

The many friends of Harvey
Moore are sorry to hear that he
is ill at his home in Albion.

Mr. and Mrs. Wally Dixon, New
Glasgow, N.S., spent the week-
end in Sturgeon, visiting the
latter's mother, Mrs. Nat Mac-
Kinnon.

Robert Taylor, spent the week-
end at his home in Albion.

Mr. and Mrs. Douglas Sorrie,
Montague spent Sunday in Stur-
geon with their parents, Mrs.
J.D. Sorrie, and Mr. and Mrs.
Warren Kemp.

The many friends of Harvey
Moore are sorry to hear that he
is ill at his home in Albion.

Mr. and Mrs. Wally Dixon, New
Glasgow, N.S., spent the week-
end in Sturgeon, visiting the
latter's mother, Mrs. Nat Mac-
Kinnon.

Robert Taylor, spent the week-
end at his home in Albion.

Mr. and Mrs. Douglas Sorrie,
Montague spent Sunday in Stur-
geon with their parents, Mrs.
J.D. Sorrie, and Mr. and Mrs.
Warren Kemp.

The many friends of Harvey
Moore are sorry to hear that he
is ill at his home in Albion.

Mr. and Mrs. Douglas Sorrie,
Montague spent Sunday in Stur-
geon with their parents, Mrs.
J.D. Sorrie, and Mr. and Mrs.
Warren Kemp.

The many friends of Harvey
Moore are sorry to hear that he
is ill at his home in Albion.

Mr. and Mrs. Wally Dixon, New
Glasgow, N.S., spent the week-
end in Sturgeon, visiting the
latter's mother, Mrs. Nat Mac-
Kinnon.

Robert Taylor, spent the week-
end at his home in Albion.

Mr. and Mrs. Douglas Sorrie,
Montague spent Sunday in Stur-
geon with their parents, Mrs.
J.D. Sorrie, and Mr. and Mrs.
Warren Kemp.

The many friends of Harvey
Moore are sorry to hear that he
is ill at his home in Albion.

Mr. and Mrs. Wally Dixon, New
Glasgow, N.S., spent the week-
end in Sturgeon, visiting the
latter's mother, Mrs. Nat Mac-
Kinnon.

Robert Taylor, spent the week-
end at his home in Albion.

Mr. and Mrs. Douglas Sorrie,
Montague spent Sunday in Stur-
geon with their parents, Mrs.
J.D. Sorrie, and Mr. and Mrs.
Warren Kemp.

The many friends of Harvey
Moore are sorry to hear that he
is ill at his home in Albion.

Mr. and Mrs. Wally Dixon, New
Glasgow, N.S., spent the week-
end in Sturgeon, visiting the
latter's mother, Mrs. Nat Mac-
Kinnon.

Now Many Wear FALSE TEETH With More Comfort

FASTEETH, a pleasant alkaline (non-acid) powder, holds false teeth more firmly. To eat and talk in more comfort, just sprinkle a little **FASTEETH** on your plates. No gummy, spooey, pappy taste or feeling. Checks "plate odor" (denture breath). Get **FASTEETH** at any drug counter.

Souris Theatre MONDAY - TUESDAY DEC. 1st - 2nd. "ROONEY" with BARRY FITZGERALD

Mr. and Mrs. Douglas Sorrie, Montague spent Sunday in Sturgeon with their parents, Mrs. J.D. Sorrie, and Mr. and Mrs. Warren Kemp.

The many friends of Harvey Moore are sorry to hear that he is ill at his home in Albion.

Mr. and Mrs. Wally Dixon, New Glasgow, N.S., spent the weekend in Sturgeon, visiting the latter's mother, Mrs. Nat MacKinnon.

Robert Taylor, spent the weekend at his home in Albion.

Mr. and Mrs. Douglas Sorrie, Montague spent Sunday in Sturgeon with their parents, Mrs. J.D. Sorrie, and Mr. and Mrs. Warren Kemp.

The many friends of Harvey Moore are sorry to hear that he is ill at his home in Albion.

Mr. and Mrs. Wally Dixon, New Glasgow, N.S., spent the weekend in Sturgeon, visiting the latter's mother, Mrs. Nat MacKinnon.

Robert Taylor, spent the weekend at his home in Albion.

Mr. and Mrs. Douglas Sorrie, Montague spent Sunday in Sturgeon with their parents, Mrs. J.D. Sorrie, and Mr. and Mrs. Warren Kemp.

The many friends of Harvey Moore are sorry to hear that he is ill at his home in Albion.

Mr. and Mrs. Wally Dixon, New Glasgow, N.S., spent the weekend in Sturgeon, visiting the latter's mother, Mrs. Nat MacKinnon.

For them it was a time to love and they seized it and held it as they held each other and the pounding of their hearts drowned out the sound of chaos that thundered about them!

ERICH MARIA REMARQUES

A TIME TO LOVE

The great love story of World War II by the author of "All Quiet on the Western Front."

From \$229.95 PLUS FREE

with every phone call. Refrigerator Dec. 1st to Dec. 31st. Free Hair Dryer valued at \$30.

JOHN GAVIN - LILO PULVER

THEATRE AT 3:15 - 6:45 - 9

Pr. this engagement: Mat. 25c & 50c; Eve. 75c

TO-DAY and WED. CAPITOL

\$400,000,000

Government of Canada Bonds

The Bank of Canada is authorized by the Minister of Finance to receive subscriptions for a loan, to be issued for cash and offered in two maturities as follows:

4 YEAR 4% BONDS DUE JANUARY 1, 1963
ISSUE PRICE: 98.75% YIELDING ABOUT 4.34% TO MATURITY

Redeemable at the option of the holder at 98.75% on January 1, 1961 or on any subsequent interest payment date up to and including July 1, 1962, subject to three months' written notice to Bank of Canada.

Interest payable July 1 and January 1
Denominations: \$1,000, \$5,000, \$25,000, \$100,000 and \$1,000,000

1 YEAR 3% BONDS DUE DECEMBER 15, 1959
(Non-Callable to Maturity)
ISSUE PRICE: 99.25% YIELDING ABOUT 3.77% TO MATURITY

Interest payable June 15 and December 15
Denominations: \$1,000, \$5,000, \$25,000, \$100,000 and \$1,000,000

The four year bonds will mature at 100% on January 1, 1963 and will not be subject to call by the Government of Canada for redemption prior to maturity. However, they will be redeemable at the option of the holder on January 1, 1961 or on any subsequent interest payment date up to and including July 1, 1962 at 98.75% subject to three months' notice of intention to redeem being given in writing to any Agency of Bank of Canada. Such notice must be received by the Agency at least three full calendar months prior to the date of redemption specified in such notice and the relative bonds temporarily surrendered to the Agency to which notice has been given for the purpose of having an appropriate stamp placed on them to indicate they will be redeemed on the specified date and for the cancellation or removal of coupons which would have become payable subsequent to that date. Interest shall cease to accrue after the redemption date specified in the written notice.

The new 4% bonds will be dated January 1, 1959 and will bear interest from that date. The new 3% bonds will be dated December 15, 1958 and will bear interest from that date. Definitive bonds of the January 1, 1963 maturity will be available on or about January 5, 1959 and definitive bonds of the December 15, 1959 maturity will be available on or about December 15, 1958.

Subscriptions may be made to Bank of Canada, Ottawa, through any investment dealer eligible to act as a primary distributor or through any bank in Canada. An official prospectus may be obtained from any Agency of Bank of Canada.

The Minister of Finance reserves the right to accept or reject in whole or in part any subscription.

The books of the Loan will open at 5:00 p.m. E.S.T. on December 3, 1958 and will close in either maturity or both with or without notice at the discretion of the Minister of Finance.

OTTAWA, December 1, 1958.