

# Government Economists Feel Exports Will Not Suffer

OTTAWA (CP) — Government economists say the United Kingdom's exports to the rest of the world will not suffer from last week's austerity measures.

One expert said 1965 sales of \$174,000,000 should at least be sustained in 1966.

Sweeping away the austerity program is with controls on wages and prices, dividends, building and installment buying. It lacks the import restrictions that would directly hit Canadian products.

To the extent the program succeeds in reallocating resources for higher production it should strengthen the processing industries that are the biggest buyers of Canadian goods.

# 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

- CFBY-TV**
- 5:30 p.m. — News
  - 6:00 p.m. — To Tell The Truth
  - 6:30 p.m. — Take 30
  - 7:00 p.m. — Music of the 1950's
  - 7:30 p.m. — Music of the 1950's
  - 8:00 p.m. — Music of the 1950's
  - 8:30 p.m. — Music of the 1950's
  - 9:00 p.m. — Music of the 1950's
  - 9:30 p.m. — Music of the 1950's
  - 10:00 p.m. — Music of the 1950's
  - 10:30 p.m. — Music of the 1950's
  - 11:00 p.m. — Music of the 1950's
  - 11:30 p.m. — Music of the 1950's
- MacDONALD-RADIO SERVICE**
- Expert Repairs Radios and Record Players
- BALDWIN ORGANS**
- BELL PIANOS**
- 180 Kent St. Ph. 4-6915

# CKCW-TV

- 12:57 p.m. — News On
- 1:00 p.m. — The Daily Show
- 1:30 p.m. — The Daily Show
- 2:00 p.m. — The Daily Show
- 2:30 p.m. — The Daily Show
- 3:00 p.m. — The Daily Show
- 3:30 p.m. — The Daily Show
- 4:00 p.m. — The Daily Show
- 4:30 p.m. — The Daily Show
- 5:00 p.m. — The Daily Show
- 5:30 p.m. — The Daily Show
- 6:00 p.m. — The Daily Show
- 6:30 p.m. — The Daily Show
- 7:00 p.m. — The Daily Show
- 7:30 p.m. — The Daily Show
- 8:00 p.m. — The Daily Show
- 8:30 p.m. — The Daily Show
- 9:00 p.m. — The Daily Show
- 9:30 p.m. — The Daily Show
- 10:00 p.m. — The Daily Show
- 10:30 p.m. — The Daily Show
- 11:00 p.m. — The Daily Show
- 11:30 p.m. — The Daily Show

# CFBY-RADIO

- THURSDAY**
- 6:30 — News and Weather
  - 6:55 — Morning Roundup
  - 7:00 — Island Wx and Mar. Temp.
  - 7:05 — News and Weather
  - 7:10 — Morning Roundup
  - 7:15 — News and Weather
  - 7:20 — Farm Report
  - 7:25 — Farm Report
  - 7:30 — Morning Roundup
  - 7:35 — Island Wx and Mar. Temp.
  - 7:40 — Morning Roundup
  - 7:45 — Sports Capsule and Scoreboard
  - 7:50 — News
  - 7:55 — Morning Roundup
  - 8:00 — News
  - 8:05 — Morning Roundup
  - 8:10 — News and Weather
  - 8:15 — Assignment
  - 8:20 — News and Weather
  - 8:25 — News and Weather
  - 8:30 — Assignment
  - 8:35 — Morning Music
  - 8:40 — News for Today
  - 8:45 — News Headlines and Weather
  - 8:50 — Pop Caravan
  - 8:55 — News Headlines and Weather
  - 9:00 — Canadian Roundup—CBC
  - 9:05 — Pop Caravan
  - 9:10 — News and Weather
  - 9:15 — The Outposts
  - 9:20 — Marine Weather
  - 9:25 — The Outposts
  - 9:30 — Sports Capsule and Scoreboard
  - 9:35 — The Outposts
  - 9:40 — News and Weather
  - 9:45 — Tonight's Music
  - 9:50 — Business Barometer
  - 9:55 — Back to the Bible
  - 10:00 — News and Weather
  - 10:05 — Music of the 1950's
  - 10:10 — Music of the 1950's
  - 10:15 — Music of the 1950's
  - 10:20 — Music of the 1950's
  - 10:25 — Music of the 1950's
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  - 11:40 — Music of the 1950's
  - 11:45 — Music of the 1950's
  - 11:50 — Music of the 1950's
  - 11:55 — Music of the 1950's
  - 12:00 — Music of the 1950's

cent in April, 1965, and wasn't mentioned by Prime Minister Wilson in his statement to the Commons, last Wednesday.

It is hard to remove at the end of October, a promise perhaps being retained to keep inventories of foreign products down through the rest of the summer.

Canadian papers and syndicate rubber have been strong sellers in Britain despite the surcharge and their manufacturers still hope it will be dropped.

All observers here say the issue at stake in the long run continues to be the strength of sterling as a reserve currency for world trade.

The pound has been relatively stable in the last few days and there is little betting on a devaluation. Experts say it is impossible to predict the consequences of a British devaluation on other block currencies or those of Europe, the United States and Canada.

# Claims U.S. 'Too Good' To Canadian Industry

sector of manufacturing has suffered badly in Canada.

The creative function and its application to living is the most needed aspect of developing manufacturing in Canada, says the former president of the Canadian Manufacturers' Association.

Without it, Canadian workers can't develop any real pride in what they do, they can't think their chests and say "See what I've done."

If industry can't provide any more of a challenge for its young people than to copy what someone else has developed, it's no wonder many of the best people—the ones really needed to go to the U.S. where they can accomplish something—DOES IT HIMSELF.

Mr. Pollock, whose family has a majority holding in Electrohome, has been practicing what he preaches for a long time. Shortly after he joined the firm—established by his father 59 years ago—in 1929, he organized an engineering department. This quickly branched into research and now, Mr. Pollock says, Electrohome has the most extensive and best staffed electronic department devoted to home entertainment in Canada.

The philosophy is part of the thinking behind Electrohome's "Circa 75," a concept of what's ahead in home entertainment now being introduced across Canada.

"Circa" has given our engineers and designers a chance to go out and produce ideas," Mr. Pollock says.

Of course we're pleased with the favorable dealer reaction but we're honestly just as important has been the reaction among the staff. They all feel they're a part of something new and I think that's vital."

Electrohome last year had about 325 men employed on engineering and design and spend \$300,000—33 per cent of each sales dollar.

One business official says this puts the firm in the forefront of research spending in Canada, where the average for all industrial research spending in 1963—the last year for which complete figures are available—was 84 per cent of each sales dollar.

Electrohome also spends slightly more on research than the electrical industry as whole.

The biggest spender among industrial groups, electrical companies, spent 3.78 per cent of their sales dollars on research.

**WITSTANDS CRITICISM**

Some financial analysts and shareholders have criticized Electrohome in the past for its research spending, grounds that it cuts into profits. Last year, on sales of \$28,368,000, Electrohome had a net income of \$496,239, compared with \$26,810,000 and \$402,557 in 1964.

Mr. Pollock says however, that much as directors would like to see higher profits re-

search and development is essential.

This research spending made it possible for Electrohome last year to become the first Canadian company to announce its own color television chassis.

# Farmers Expect Drought Relief

TORONTO (CP) — Ontario farmers may get some relief from the current drought by the weekend.

But the relief, if and when it comes, will be small, says the weather office which has forecast scattered showers for western parts of the province.

Southwestern areas, from Sarnia to London, received a light rainfall Tuesday. But it was not large enough to be considered measurable—less than 0.1 inches.

Generally unsettled weather across the province may produce more showers in other areas.

Some fruits and vegetables are certain to be in short supply—and therefore higher priced—by fall, producers said. The drought has not fed crops and pastures the hardest.

The Ontario Farmers' Union has asked provincial and federal governments to consider drought relief for farmers. It also wants beef prices stabilized because farmers whose pastures have been beyond dry early. Many farmers are at ready-feeding cattle he may normally reserved for winter use.

# ROYAL CATERER DIES

MONTREAL (CP) — A private funeral service was held Tuesday for William W. Swinden, 83, former manager of the dining and sleeping car department of the Canadian National Railways, who died Sunday.

Mr. Swinden was in charge of catering for the 1939 royal tour of King George and Queen Elizabeth.

# SLEEP A-STRANDING

Horses can sleep while standing as do other herbivora, including elephants.

# RIPLEY'S BELIEVE IT OR NOT



# DAILY CROSSWORD

ACROSS	DOWN	16 Moray	27 Living quarters
1. Exclamation of pain	1. Of the East	18 Pro-noun	28 Hindu stringed instrument
2. Hideous	2. Hideous	20 Weep	30 Forebodings
3. Hint	3. Hint	22 Japan	34 Canyon
4. Debate	4. Boundary	24 Mild	36 Shinto temple
5. Compete	5. Molar	25 Guiltless	37 Man's name
6. Arranged systematically	6. Covers inner surface	26 A. C.	38 Forebodings
7. Silly	7. Miss	28 Guiltless	39 Forebodings
8. Indefinite article	8. Gardner and	29 Guiltless	40 Constellation
9. Ovoids	9. Norseman	30 Guiltless	
10. Hankering	10. Matters	31 Man's name	
11. French	11. Man's nickname	32 Forebodings	
12. Grampus	12. More inrequent	33 Forebodings	
13. Inquent	13. Inquent	34 Canyon	
14. Cunning	14. Cunning	35 Shinto	
15. Man's nickname	15. Man's nickname	36 Shinto temple	
16. Existence	16. Existence		
17. Alpha's partner	17. Alpha's partner		
18. Printer's measure	18. Printer's measure		
19. Beauty shop treatment	19. Beauty shop treatment		
20. Metallic rock	20. Metallic rock		
21. Biblical prophet	21. Biblical prophet		
22. Poe's bird	22. Poe's bird		
23. Amid	23. Amid		
24. Salute	24. Salute		
25. Scottish-Gaelic	25. Scottish-Gaelic		
26. Facial features	26. Facial features		

# DAILY CRYPTOQUOTE

Here's how to work it: AXYDLBAAXR 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 spotrophies, the length and formation of the words are all hints. Each day the code letters are different.

A Cryptogram Quotation

GN W X O E N G H E J J Z S L X N Q Q S U E N G V N Q N K W J S E G N M V Z X H S G V N M V E K X H Z N G X L X O J N X A W S G R — D X M M X O U N G

Yesterday's Cryptogram: REMEMBER THAT ALL TRICKS ARE EITHER KNAVISH OR CHILDISH.—SAMUEL JOHNSON

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# OUR BOARDING HOUSE MAJOR HOOPLE



# CONTRACT BRIDGE

By B. JAY BECKER

North dealer  
North-South vulnerable.

**NORTH**

♠ A Q 10 5 4 3  
♥ J 8 4  
♦ A 8 5 2

**WEST**

♠ 10 6 3  
♥ 9 8 7  
♦ 10 7 3 2  
♣ 9 7

**EAST**

♠ A 5 5  
♥ K 3 1 2  
♦ 9 8 5  
♣ K 10 4

**SOUTH**

♠ K Q 9 7 4 2  
♥ A K Q  
♦ A K Q  
♣ Q J 6 3

The bidding

North East South West  
1♥ Pass 1♠ Pass  
2♥ Pass 3♠ Pass  
4♥ Pass 6♠ Pass

Opening lead—nine of hearts.

The method of play known as a crossruff often permits declarer to make many tricks more than the high cards he has would seem to indicate.

Here is an unusual case where South made a slam as a result of scoring eight trump tricks with a holding of the Q, J, 6, 3 facing the A-K-5.

West led a heart. Declarer took it with the ace and decided that his best chance of making the hand was to play for a crossruff.

Accordingly, after cashing the A-K-Q of diamonds, he ruffed a spade with the deuce and

spade ruff with the five was followed by a heart ruff with the six. Declarer then ruffed the third round of spades with the eight—and another round of hearts with the jack. By this time, the situation was

There are two points of special interest in the play. First was declarer's decision to take three diamond tricks at once, in line with the general principle in crossruff hands of cashing side-winners before proceeding with the crossruff.

Second was declarer's decision to start the crossruff by trumping a spade in dummy before trumping a heart in his hand. This apparently unimportant detail was actually vital to the success of the hand. The trump had to be exactly right for the crossruff to succeed.

