

# ISLAND NEWS PAGE

## Eastern And Central Districts

The Guardian, Charlottetown, Tues. June 2, 1964. 5

### Advertising Story, Need Outlined By Speaker

"Advertising has become one of the most common symbols of our way of life," Robert E. Oliver, Toronto, supervisor of public relations and advertising for the Bank of Nova Scotia said in an address at the luncheon meeting of Rotary in the Charlottetown Hotel yesterday.

Mr. Oliver pointed out that when markets were small and local advertising played a very minor role in the merchandizing process. Within the labored community individual skills and quality of homemade products were common knowledge. "The man and his put up were inextricably linked and word-of-mouth advertising served to maintain the sales curve," he said.

"What changed this relationship, and changed it in many ways, was the industrial revolution and the revolution in transportation," Mr. Oliver said. "Machines were expensive and they churned out goods at a vast rate. But they were economical only if sales could be vastly expanded. No longer could the local market serve. A manufacturer had to look beyond his neighbours to customers many miles removed, for without mass markets, mass production was impractical."

The speaker continued, "Modern advertising then began to be an indispensable tool in the industrial era. It simply was not economical to hire thousands of salesmen to send through the pathways of the world.

**NEW AGENCIES**

Mr. Oliver went on to explain how the development of the printing industry opened new avenues of promotion and told how newspapers became the "primary advertising vehicle."

He said the primary industrial function was to produce goods or provide services that people want at prices they can afford. "Until this responsibility can be met, advertising is useless," the speaker said.

"We have freedom of choice and advertising reminds us vigorously of the array of choice before us," Mr. Oliver continued. "Advertising has even a deeper social significance. Almost no magazine or newspaper of any stature could survive in our economy without advertising."

**DAILY NEWS HARVEST**

In a city like Charlottetown, he said, one can read a daily harvest of news and opinion from around the globe — "a marvelous, complex compilation of comment and reporting garnered by local newsmen and by costly international wirelines, written, re-written and illustrated by top-flight journalists, co-

### Kings County May Be Designated

Under the federal-provincial agricultural rehabilitation and development program the P.E.I. government will try to have Kings County declared a designated area and although these are likely to be the only ones in P.E.I., there is a movement afoot to have the whole of the Atlantic area designated.

The cabinet committee has approved a number of projects to be submitted to Ottawa for approval.

Prince County is already a designated area and although these are likely to be the only ones in P.E.I., there is a movement afoot to have the whole of the Atlantic area designated.

The cabinet committee has approved a number of projects to be submitted to Ottawa for approval.

### Cardigan Head Resident Dies In Toronto

CARDIGAN — The death occurred at Toronto, May 26 of Mrs. Bridget Curtis, widow of the late Leo Curtis, in her 77th year.

The funeral was held Saturday at All Saints Church, Cardigan with interment in the church cemetery.

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## CAPITOL

Opposite Confederation Buildings

SHOWS 3:30-7-9-3 SHOWS DAILY 3



### WRITING AWARD WINNERS

Winners from the Montague Regional High School. From left to right are: Lynda Lou MacLeod, Montague, who received second prize. Alinda Carpenter, Montague, who received fourth prize, and Elaine Curry, New Perth, who was awarded honorable mention.

### City Gold And Purple As Lions Stage Parade

Charlottetown perked up with bright splashes of gold and purple yesterday afternoon as the delegates to the 35th annual district Lions convention staged a parade through the city's streets.

The Lions' colors were seen on floats, band, majorettes, cars, Lions of color, and even a dory, "rowed" through town by two members of the St. John's Rowing Club.

No less than six bands—the P.E.I. Regiment Band, the Kensington band, the Charlottetown Sea Cadet band, Paroboro Citizens' band, the New Glasgow Girls' Pipe Band and the Sturgeon Pipe Band—sent out the music to the ears of the hundreds of spectators lining the route.

Lions leaned out of windows of cars sporting signs urging the election of certain candidates for the district governorship.

**ALSO JUNGLE TYPE**

The jungle variety of lion was also much in evidence. One from Souris emitted a tremendous roar as it went through the streets.

The most lions were on the Armdale Fairview float; they were pulling a chariot in which a character named "Ben Him" was riding.

Then there was a float which proclaimed to be crowned that there are 705,008 capital-L Lions in the world.

Among the crowd-pleasers was the Sheldie Lions' bus, a magnificent vehicle with signs such as "Lionsed home" painted on its surface, and the crowd roared when a positive bronze figure from "Fingertash" home of the thinking Lions' rode by atop a car.

### LOCAL BRIEFS

**HYNES FUNERAL** — The funeral of Clifford Hynes was held Monday morning from the Church of Our Lady of the Assumption, Southport, where Requiem High Mass was celebrated by his pastor, Right Rev. Patrick McMahon, who also conducted service at the grave.

The Sea Cadet Corps, Kent, under Sub-Lt. Allan Murray, and teachers and pupils of Bunbury and Southport Schools attended in a body. Pallbearers were: Roy Murtaghan, Warren Collins, Tommy Collins, Derek Dillon, Daryl Mum and Kevin Power. Interment was in the Roman Catholic cemetery, Charlottetown.

**SWALLOW FUNERAL** — The funeral for Mrs. Edward Swallow was held from the Hennessy Funeral Home, Monday to St. Dunstan's Basilica where Requiem High Mass was celebrated by Rev. Father Macdonald. Service at the grave was conducted by Rev. John Casan. Pallbearers were: Scenic MacNevin, Edison Carson, Jerome Campbell, Hubert Cannon, Vernon Blomquist and Ronald Murray. Burial took place in the Roman Catholic cemetery.

### EASTERN BRIEFS

**STUDENT CONVASCING**

Brenda Cardigan is convalescing at her home in Morell after surgery in the Kings County Hospital. She is a Grade II student at Morell Regional High School.

**VISIT DAUGHTER**

Mr. and Mrs. Horace White, Murray Harbor left on Saturday morning for Detroit, Ala., where they will visit with their daughter and son-in-law, Mr. and Mrs. Ralph Whitrow and their family.

**LEAVE MONTAGUE**

Mr. and Mrs. Albert Halveron, who have been guests of their son-in-law and daughter, Dr. G. S. A. Inman and Mrs. Inman, Montague, returned to their home in Malanzah, N.S.

**MACHIE FUNERAL** — The funeral for Mrs. Sarah Machie was held from the Hennessy Funeral Home to St. James Church, Georgetown, on Monday morning, when Solemn Requiem High Mass was celebrated by Rev. George Macdonald. Deacon was Rev. Clair Macdonald and sub-deacon was Rev. Charles Macdonald. Master of Ceremonies was Rev. Andrew Macdonald. Seated in the sanctuary were: Rev. Benoit Macdonald, Rev. Urbain Gillis and Rev. George Macdonald. Pallbearers were: Joseph Johnson, Guy Hemphill, Howard Macdonald, Aeneas Macdonald and Rupert White. Service at the grave was conducted by Rev. Louis Dooley, P.P. Burial took place in the church cemetery.

### Impaired, Car Theft Cases Heard

Robert James Compton of Belle River was fined \$106 on a charge of driving while impaired when he appeared before Magistrate James B. Johnston, QC in Queens County Court yesterday.

William Roy Murtaghan of Cumberland St., city, was remanded to June 8 on a charge of unlawfully failing to file his income tax return.

Malcolm Leith MacPherson, Euston St., city, Leonard Brian Rice of Brackley Pt. Road, and John Russell Dunn of Charlottetown were all remanded to June 8 on a charge of unlawfully taking a vehicle.

Agents first, Ronald Macdonald, second Irving Thompson, consultation, Herbert Morrison, prize, Mrs. Rita MacCabe, freewoman, Mrs. Ronald Macdonald and Marion Hazlewood; tournament winners, ladies high Mrs. William Whitley and gents, Ronald Macdonald.

### PIONEERS AND ORGANS

Dorchester led sent along a covered wagon with some extremely hard-looking pioneers, most perhaps the most genuine float of all came from Moncton. It depicted the various activities sponsored by the Moncton club, and featured live Hammond organ music.

Following other floats, snappy and more Lions combine with perfect weather to make for a parade which was colorful indeed.

### CARD PARTY WINNERS

The following are the winners of the CWL card party held last night at St. Eugene's Parish, Covehead: ladies first, Mrs. William Wheatley, second, Mrs. Percy Douglas; consolation, Mrs. Herbert Corrigan.

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## NORTH RIVER

### Drive In Theatre

TONIGHT ONLY Show about 9:10

FOUR TOP STARS IN A GREAT MUSICAL HIT!

# DORIS DAY

STEPHEN JUDY JAROME MARTHA RATE

## JUMBO COLOR

STARTING WEDNESDAY SHOW ABOUT 9:10

How did they ever make a movie of

# LOLITA

FOR PERSONS OVER 17 YEARS OF AGE

Produced by JAMES MASON-SHELLEY WINTERS  
Directed by PETER SELLERS with SUE LYON

A Most Unusual Movie

ADMITTANCE TO PERSONS 17 YEARS OF AGE AND OVER

★ ★ ★ ★ ★

## NOW FOR THE FIRST TIME!

ON THE LOCAL SCREEN

enjoy the professional adaptation of

A SHOCKING GLIMPSE into the life of a TEENAGE GIRL!

# SHE DARED TO CROSS THE LINE!

BEYOND RICHARDSON'S

## a Taste of Honey

A SOLO YOUNG AND ROMANTIC... THE BARK STORIES WHO FATHERED HER ORPHAN!

HER MOTHER... HER FATHER... HER PROMISCUOUS... AND HER STRANGE... COULD NOT RECOVER A MAN!

IT'S A TRIUMPH!  
"BURGLING WITH HUMOR"  
"BRILLIANT!"

RITA TUSHINGHAM as the anti-heroine '72

Produced and directed by PETER COOPER  
Produced by JAMES MASON-SHELLEY WINTERS  
Directed by PETER SELLERS with SUE LYON

Come See, Enjoy the Difference

TONIGHT ONLY STRICTLY ADULT Show at Dusk

## One 15 minute test drive in a Rambler

up the road (and back)

will completely change your mind about cars!

Rambler is unlike any car you've ever owned. A 15 minute test drive will prove it to you.

Rambler came out of nowhere to challenge the giants. Now, after just a few record-breaking years, over 3,000,000 people in North America have switched to Rambler. Quite simply, all those satisfied owners found Rambler to be their best car value beyond a doubt. Rambler gave them much more for their money. That's why they switched.

A test drive made up your mind. A Rambler test drive will change your mind about cars. For Right now is the best time to see your Rambler Dealer. He's holding his Summer Sales Spree. Take your choice of engine and model. You'll find the car to suit your needs, you'll get the deal to suit your budget. In his great Summer Sales Spree, your Rambler Dealer can offer you a trade-in allowance and a deal no one else can match. Take an eye-opening test drive and get an eye-opening deal-at your neighbourhood Rambler Dealer's today.

# Rambler

A Product of American Motors (Canada) Limited

Your Rambler Dealer's Summer Sales Spree can save you money! See Rambler's wide new variety of models and 6 and V8 engine options—from 90 hp to 270 hp

## ALLISON MACLEOD LIMITED

126 Cumberland St. Dial 894-7364