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WEDNESDAY, MARCH 15, 1961

Man with better mouse trap would starve

"Ridiculous" is how the old adage maintaining that "if a man builds a better mouse trap, the world will beat a pathway to his door" has been described.

That was how W. G. Kay, national sales manager for Coutts Hallmark Cards, termed the quotation during the company's sales conference at Ste. Adele en haut, Que., recently.

"No business firm would last very long if it followed that policy. The man with the better mouse trap would starve if he sat on his hands and waited for the customers to come to him," he said. To move even the most superior products, systematic, imaginative selling is required.

"No matter what you make, or how well you make it, nobody is going to come and beg to buy it," Mr. Kay stated. "It has to be taken out and sold —and sold in a market more competitive than ever before."

He offered these tips for selling in a depressed economy:

- Sell quality.
- Earn a reputation for service and dependability.
- Think positively. Too many are already spending too much time crying the blues about the state of business. Don't add yourself to the list.
- Help your customers analyze and solve their business problems. By helping them you also help yourself.

Freedom of choice

The New Party hierarchy is worried that other provinces throughout Canada will follow British Columbia's example in bringing in legislation banning the political check-off.

Mr. Hazen Argue, nominal leader of the CCF and candidate for the leadership of the future CCF-CLC combine says he is going to call upon the federal government to disallow the B.C. provincial government's move which Stanley Knowles, New Party organizer and CLC vice-president, has labelled "the most far reaching attempt yet to thwart the New Party . . ."

It is surprising that Mr. Knowles — a great parliamentarian in his day — has so forgotten the democratic principals of freedom that he claims as unfair the very legislation that secures the freedom of the individual in supporting any political party of his choice.

"Choice" is the key word. What the New Party wants to do is to dun every union worker for party fees whether or not he supports the cause.

However, knowing full well that the New Party has not a democratic leg to stand on in fighting the legislation, Mr. Knowles professes to see in it a blessing in disguise.

It is quite conceivable, he says, "that it will serve to strengthen the determination of our people. We may have fewer people supporting us financially — but we may get more money from them."

Presumably he means that now the money will not be removed from union members by the check-off, there is little hope that the same union members will financially support the New Party of their own free will.

This is the first public admission by the New Party that all union members do not support it. It is easy to foresee that until this new political organization accepts the democratic principle that people may vote and financially support any party they wish, it has little chance of succeeding. — The Victoria Colonist

INTERPRETING THE NEWS

Conventional weapons

By HAROLD MORRISON
Canadian Press Staff Writer

Emphasis being placed by the new United States administration on conventional weapons appears to flow from a view that it may be wasteful and dangerous to hurl a sledgehammer to kill a fly.

What some experts anticipate is a continuing nuclear stalemate between the two powers — each having sufficient nuclear strength to completely destroy the other and engulf the world in a hydrogen holocaust.

But this stalemate — or "mutual nuclear deterrent" as the experts describe it — does not by itself end the possibility of war. The Kennedy administration fears that it may have to engage the Communists on several local fronts in order to preserve the existing borders of world freedom.

The view under the previous American government was that if Russians or Chinese waged any major military attack against the West, the United States would be prepared to reply with atomic weapons.

The Eisenhower government considered this sufficient deterrent to prevent the Russians from launching war. But it didn't prevent Soviet infiltration. Meanwhile, with the United States depending primarily on the atom bomb as a deterrent, American ground forces armed with conventional weapons were reduced.

Under the new policy the nuclear buildup will be pushed ahead but with less speed than new expansion of conventional forces. Great emphasis will be placed in training the American soldier in infiltration and guerrilla tactics.

A matter of balance

The Bill of Rights has been successfully invoked in Alberta by a motorist who was forced by police in a sobriety test to try to stand on one leg and pick up a coin. An appeal court judge ruled results of such a test can't be admitted as evidence unless the motorist did it willingly and after being warned that his performance could be used against him in court.

The trouble with tests like picking up coins and walking straight lines is that a good many drunks can pass them. Some people, in fact, can do better when drunk than when sober. On the other hand, some WCTU presidents might have a little difficulty retaining balance and dignity while standing on one leg and reaching for the floor.

By themselves, such tests prove nothing. To allow their results as evidence, unless proper warning has been given, is to disregard due process of law. Even when the warning has been given, courts should not give much weight to such evidence. — The Toronto Telegram

Canada furnishes example

Canada furnished the world an example of gracious giving this week when it turned over to West Pakistan the Canadian machinery and other equipment used in building an $8-million hydroelectric project.

Gordon Churchill, leader of the Canadian House of Commons, journeyed to Pakistan to make the presentation. He handled it well. Instead of making the gift seem like charity, Churchill said:

"We of the Western World should in such practical ways make recompense to you of the East who have passed on to us so much wisdom over the centuries."

Maybe it's corny but such expressions have a way of meaning more to other peoples than our own Cold War philosophy, often hinted if not expressed, of bargaining for loyalties. Churchill put the transaction on the level of equal association — an ultimate truth in Free World Affairs. — Denver Post

REPORT FROM PARLIAMENT

By FRANK HOWARD

This is being written on the 65th day of the present session of Parliament. For 65 days we have been meeting, talking, voting, arguing, agreeing and the like. In retrospect it doesn't seem as if we have accomplished very much. And there is still much to do.

It has always seemed to me that Parliament is a most inefficient organization. For example, the Indian Affairs Committee has not yet had its first meeting to hear witnesses. We haven't yet set up a special committee to deal with farm machinery prices, nor have we established the special committee to study the amendments to the Civil Service Act. We haven't finished the matters arising from the "baby budget" and still haven't yet seen hide nor hair of the regular budget.

With all this unfinished business there are a great number of Conservative back-benchers who are complaining that they have been here too long already. They want to migrate east or west as the case may be. It may be true that Parliament is inefficient and could get through its business in a shorter period of time, but to what avail. Speed and an air of hurry-scurry are not necessarily compatible with sense.

One of the functions of Parliament is to make sure that a minimum number of errors are committed. We are dealing with the welfare of people. The old adage of haste making waste could easily apply here. Ill-considered or hastily-considered legislation could be most damaging to the people of this country.

I, for one, would rather spend an extra week or two in careful consideration of something to ensure that the interests of the public are protected. And I say this even though I think there is nothing in Canada to compare with home.

Speaking of home, that is where I'll be pretty soon. Parliament recesses for Easter on March 29th and reconvenes on April 10. During this recess I'll try to make a quick tour of some of the places in the Riding in order to keep in touch with everyone and everything.

While the Easter recess will only be for 11 days I think that I will be able to spend almost all of that time in visiting and reporting upon my activities here in Parliament. It is very easy for a person to get out of touch with the people back home, especially when he is absent for extended periods.

To me the members of Parliament from the west are at a disadvantage. Those from Ontario and Quebec can get home at least every week-end and oftimes during the middle of the week. The further one's constituency is from Ottawa the more difficult it is for him to return as often as he would like. Perhaps a longer recess at both Christmas and Easter would help to overcome this.

In any event it will be very pleasant to come back home again and to re-meet all my friends and to make new ones. See you at Easter.

BLEATING ABOUT SPRING — A sure sign of spring are newborn lambs which have been arriving lately at the University of British Columbia farm. Second-year student Barbara McClatchie found one newcomer obviously bleating about the weather and replied in kind. — CP Photo

The Packsack of Gregory Clark

Copyright: Canada Wide

On the television recently there was shown a newsreel of a winter carnival a feature of which was barrel jumping. A row of no fewer than nine oil drums, big, hard metal barrels, were laid side by side. And from the far end of the rink, the skaters one by one came crouched flying up the ice towards the barrels and the camera. Up they would leap to clear all nine. The first half dozen performed the feat amid the cheers of the spectators. Then the last competitor came, swift as a bird, tripped on the first barrel, landed on his head on the row of barrels sending them flying, and ending at last in a seated posture on the ice, where he skidded to an ignominious stop. There was something hilarious about the spectacle, even though we viewers knew the skater must have hurt himself.

But as the film abruptly ended and the TV announcer came on, he was purple in the face and incapable of speech. At last, with a snort, he got launched onto the next item of news. Suppressed giggles, squawks and snorts could be heard in the studio background, probably from the cameramen and technicians. It was apparent that somebody in the studio had made some remark, on seeing the skater land on the barrels, that had convulsed the crew.

What a cheerful break this was in the monotonous perfection and dummy-like formality of TV. Nothing warms a TV audience like a good fat fluff on the part of performers or staff.

Employment questions and answers

In this column we publish questions about unemployment insurance and employment, together with answers which may be of interest to you:

Following are some questions with answers received from the Unemployment Insurance Commission. If you are uncertain about any point do not hesitate to send us your question. We will obtain an answer and publish it in this column.

Q. May an employer place contributions in the books of employees when work is actually performed but when no wages are paid?

A. No. Section 27 of the Unemployment Insurance Act states quite clearly that employment for which no wages, salary or other pecuniary remuneration is paid is regarded as excepted employment, and it is an offence against the Act if an employer does not comply.

Quote, unquote

"The less the government has to put up by way of direct loans the better, because it is a bad principle for the government to become either the landlord or mortgagee of too many Canadians.

BACKWARD LOOK — Curiosity got the better of a bashful guanaco just before the photographer took this picture at Vancouver's Stanley Park zoo, so he peeked around the neck of the other animal. The guanacos, members of the camel family from South America, were traded for a British Columbia mountain goat by the United States National zoo at Chicago. — CP Photo

All Aboard

with G. E. MORTIMORE

When all the factories are run by machine, people will be obsolete.

Science fiction tells us how it can happen. And the fiction is already becoming fact.

Within a few years, perhaps, all our cars, clothes and houses will be made by intelligent machines; all our food grown and processed automatically, from field to table.

But who will buy these things. Other machines? Will they invent the mechanical customer, too, with a wallet full of machine-made money?

E. Le Gresley, 589 Hampshire Road, commenting on a column that appeared here, offers some headache-making thoughts about automation:

"Figures may be boring, but they give the facts, and will bring us nearer to a solution," he says.

"In 1957 the Bell Telephone Company of Canada had 2,954,884 telephones in service and employed 41,353 male and female employees.

"In 1960 the number of telephones in use was 3,515,997 and the employees 35,656. Approximately a 20 per cent increase in telephones installed with about 15 per cent decrease in people employed . . .

"At the Corning Glass Co., N.Y., 14 glass-blowing machines each manned by a single worker, produce 90 per cent of all the light bulbs in America.

"In the steel, textile, auto industries the story is the same, more production, less manpower. Agriculture is also producing far more with less workers and more machines.

"No work means no wages. Then how is the displaced worker to buy the increased production?

"The problem is too serious to be made an issue for playing politics. Let's get the facts and figures and try to find a solution from there."

With the classics

His golden locks time hath to silver turned;
O time too swift, O swiftness never ceasing!
His youth 'gainst time and age hath ever spurned,
But spurned in vain; youth waneth by increasing:
Beauty, strength, youth, are flowers but fading seen;
Duty, faith, love, are roots, and ever green.
—George Peele.

EDITOR'S NOTE—Signed articles and editorials credited to other newspapers do not necessarily reflect the views of The Daily News.

NATIONAL HEALTH WEEK

About 45,000 Canadians slated to get cancer in coming year

Special to The Daily News

TORONTO— In 1961 about 45,000 Canadians will get cancer—but, thanks to earlier diagnosis and improvements in treatment, at least half of these will survive for at least five years.

The efforts of the Canadian Cancer Society have contributed much to this advance; and this National Health Week sponsored for the 17th year by the Health League of Canada, is the time for other Canadians to concern themselves with the problem.

About 30 years ago the record would have been about half as good as it is today, although many factors obscure the statistical picture. In the 30's, for example, Hodgkin's disease and leukemia, now regarded as cancer of the lymphatic system and the blood respectively, were not included in cancer figures. Also, because methods of diagnosis were less efficient, it is probable that some who died of cancer in the 30's were recorded as having died of other causes.

The Canadian Cancer Society which was organized as a lay organization in 1938 by the Canadian Medical Association, has units in about 1,500 communities in every province in Canada. It is through these volunteers that money is raised each April to finance the work of the society. Last year, a record total of $3,195,434 was raised, and in 1961 the objective is $3,287,000.

"We will make it," says George C. Hitchman of Toronto, national campaign chairman, "because we must make it."

About 34 per cent of the society's funds goes into cancer research and fellowships; about 18 per cent in educating the public about cancer, primarily on the theme that there is a much better chance to survive a bout with cancer when it is caught early; and about 30 per cent is spent on services to patients with cancer.

More than 80 per cent of the money used by the affiliated National Cancer Institute of Canada is provided by the Canadian Cancer Society for the purpose of the Institute's prime function—research.

The search for a "cure" for cancer has been called "the greatest mobilization" of resources—man, mineral, and money—ever undertaken to conquer a single disease." Although it may be many years before a solution is found for this disease, which is second only to heart disease in Canadian death statistics, the part Canada is playing in research is a substantial one and has produced some notable successes.

As the society's president, Frank H. Brown of Vancouver, told a recent meeting of cancer workers, the chances of a "five year survival"—a case of cancer in which the patient lives at least five years—has risen from one in four to two in four in the last ten years.

"You can take pride in that fact," said Mr. Brown.

gems of thought

Prayer is not overcoming God's reluctance; it is laying hold of His highest willingness. —Richard Trench.

Certain thoughts are prayers. There are moments when, whatever be the attitude of the body, the soul is on its knees. —Victor Hugo.

Consistent prayer is the desire to do right. —Mary Baker Eddy.

The prayer that begins with trustfulness, and passes on into waiting, will always end in thankfulness, triumph, and praise. —Alexander Maclaren.

I have been driven many times to my knees by the overwhelming conviction that I had nowhere else to go. —Abraham Lincoln.

Practice in life whatever you pray for, and God will give it to you more abundantly. —Edward Bouverie Pusey.

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FOLLOWING TIMES AND DATES

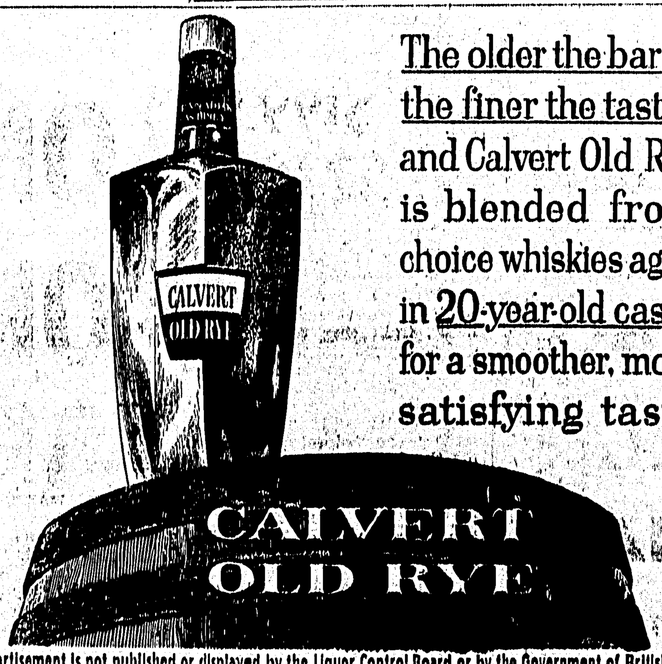
MONDAY MARCH 13 — 9:00 a.m. - 5:00 p.m.
TUESDAY MARCH 14 — 9:00 a.m. - 5:00 p.m.
WEDNESDAY MARCH 15 — 9:00 a.m. - 5:00 p.m.
THURSDAY MARCH 16 — 9:00 a.m. - 5:00 p.m.

ANNOUNCEMENT

For the benefit of his patients in Prince Rupert and District, Dr. W. S. Kergin wishes to allay, once and for all, the existing rumors of his leaving his practice in Prince Rupert or retiring.

These rumors are completely unfounded and false.

He wishes to state further that if and when he plans to leave Prince Rupert, his patients will be notified formally by himself.



The older the barrel the finer the taste... and Calvert Old Rye is blended from choice whiskies aged in 20-year-old casks for a smoother, more satisfying taste

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