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## PACKARD IN POPULAR PRICE RANGE OF CARS

DETROIT, May 2.—Climaxing an expansion program representing an expenditure of millions of dollars, Packard Motors Car Company today entered its bid for larger share of the popular-priced motor car business with price reductions ranging from \$140 to \$425 in Canada. In announcing these lowered prices, M. M. Gilman, newly-elected president, said that the company now has the largest production capacity in its history. Mr. Gilman today stressed to the field organization the permanence of Packard's new lower-priced policy. "This is not a temporary price reduction," said Mr. Gilman, "but the beginning of a new permanent price policy—the fulfillment of a plan that has been four years in the making."

"As a result of our four-year program of plant re-arrangement and unification, and extensive outlays for equipment," added Mr. Gilman, "Packard has effected important production economies."

"These economies are a major factor in allowing us to offer identical cars at these reduced prices, and thus pass the saving along to the public."

**SEES BUSINESS UPTURN**  
"Our enlarged production capacity will enable Packard to meet the increased demand which may be expected with further acceleration of business during the coming summer and fall. This increased demand, we are confident, will be further materially speeded up by the new price reductions, which will represent a minimum of \$140 on our lowest priced models."

The three groups of cars effected are the Packard Six, the 120 and the Super Eight. The new prices start at \$1,190 delivered in Windsor.

**INVENTORIES LOW**  
"We feel that conditions at this time are particularly auspicious for this price adjustment," Mr. Gilman said. "Total factory and field inventories are 13 per cent lower than last year. This permits us to change over to the new production basis without costly delays. Orders from the field are daily showing a marked upturn."

"The response from our distributors to the new price policy is, we are confident, a reflection of the enthusiasm with which it will be met throughout our dealer organization and by the public."

"Industry, with all its specialization, is developed primarily to serve the material requirements of society,"—Gerard Swope.

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## GOLD - MINING AT YELLOWKNIFE SHOWS PROGRESS

OTTAWA, May 2.—Gold mining in the Yellowknife area, Northwest Territories, continues to make progress, according to the Mining Recorder of the Department of Mines and Resources stationed at Fort Smith, who has just completed an inspection of the northern mining field. Gold bullion is being produced at regular intervals at the mills of the Consolidated Mining and Smelting Company and the Negus Mines Limited. At present the "Con" mine has 148 men on the payroll, while the Negus mine has 91 men employed.

Development work is going ahead at the Lily Jack property of the Thompson-Landmark Gold Mines Limited south of Prosperous Lake, with a crew of about 40 men employed. Likewise, the Thompson-Landmark Gold Mines Limited are developing their property at Thompson Lake with a normal crew of 27 men, working three shifts of eight hours each. At the Dome Mines property at Pensive Lake surface trenching is being carried on, and a diamond drilling program is planned after the spring break-up. Giant Yellowknife Mines Limited are diamond drilling and sinking a prospect shaft on their property at Yellowknife Bay.

Although other development work and extensive field projects in the Yellowknife area are planned for this year, indications are that the coming summer's activities will not reach the heights attained last year. Consequently, there are no opportunities for any additional men to secure employment in the district. A number of the population are temporarily out of work due to wood-cutting camps having completed their winter operations, and a recent influx of men seeking work has created an unemployment situation. At present the mining camps have all the help they require or are likely to need in the immediate future, and recent reports indicate that the number of men already in the region exceeds the requirements for the summer season. The game regulations do not permit living off the country, and the federal authorities have issued repeated warnings against persons entering the Northwest Territories in search of work unless they have assurance of employment or sufficient capital to support themselves for at least one year.

## NEW DEPARTURE IN CAMPAIGNS

NOGALES, Ariz., May 2.—Voters of Nogales were dared to vote for Martin Loughman, tomato broker, when he filed his candidacy for mayor. Here's why:

"Nogales' big opportunity, and I mean big—240 pounds—well, it was cold and I says to myself: 'I haven't anything to do, anyhow, so what, so I'll run for mayor.'"

So Loughman continued: "Qualifications?—what's the difference? The job doesn't pay anything, anyhow—but like the other candidates, it's civic pride that urges me—that and the fact that I am elected I'll find a way to make the job pay."

"Behold America's most outspoken politician. I guarantee I'll not be on the job 30 days until I find a way to make some money out of it. My candidacy is sponsored by 6,700 non-voters from Sonora (Mexico)—up to date I haven't been able to contact voters from this side of the border. GIVE AND TAKE

"My platform—is founded on a give and take basis—you give and I'll take. I guarantee to make a new deal of it. I'll fire everybody now working in the city from the chief of police down—say, I've got to fire that guy twice, I'll put friends of mine in every office and only demand that they give me 20 per cent of their salaries and the guy that doesn't kick in gets kicked out. Loyalty is one thing I demand."

"I'll have every tomato man in town pinched for vagrancy maybe then I can get an order for a car of tomatoes myself."

"I have no doubt in my mind that I can be elected, but just as a gesture I am willing to be reasonable and take business and will withdraw for a stipend. Business being what it is I am easy to talk to."

"As for my chances of being elected. I have gone over that very thoroughly in my own mind and reasoned out that if everyone to whom I owe money votes for me, I'm a catch—and if the vote is too close I'm willing to borrow from a few more people just so that the election won't be in doubt."

## CONSTRUCTION SHOWS INCREASE IN DOMINION

Contracts awarded for all types of construction throughout Canada, during the month of April, as compiled by MacLean Building Reports Limited, amounted to \$12,303,200, an increase of 36.6 per cent over March total of \$9,002,500. This increase is not less than for the same period of 1938 when awards amounted to \$41,137,100 as compared with \$39,889,400 for 1939. On the other hand, there are far more projects being preceded with this year, 7,321 being recorded as compared with 6,632 for 1938, an increase of 10.3 per cent.

Both Ontario and Quebec provinces where seventy-five percent of Canada's construction takes place, are ahead of last year. Ontario with \$16,737,800 in 1939 and \$15,505,900 in 1938; and Quebec with \$14,568,000 in 1939 and \$13,408,100 in 1938, increases of 7.9 percent and 8.6 percent respectively. Offsetting these gains are losses in each of the other seven provinces.

Building in the Cities, is likewise more active. Toronto contracts for the first four months of 1939 total \$7,019,800 as compared with \$5,419,700 for 1938. Montreal makes a better showing with \$7,119,800 for 1939 as against \$3,524,800 for 1938. Thus we have in the two major Canadian cities, increases of approximately 30 per cent for Toronto and 100 percent for Montreal, with activity in both cities on the same level both as to number of jobs and total value.

Contemplated work reported for the first time since January First amounts to \$129,697,500, an increase of 16.9 percent over the 1938 total of \$110,871,600.

## BRITISH NOT TO CONTROL PRESS

LONDON, May 2.—The Government does not plan any legislation for control of the press, Sir Samuel Hoare, Home Secretary indicated in the House of Commons in a written reply to questions submitted by two Conservative members Thursday.

Sir Samuel referred to Prime Minister Chamberlain's statement in the House March 6 in which he said he was not thinking of introducing legislation to control newspapers.

Sir George Broadbridge, Conservative, had asked the Home Secretary to consider appointment of a Press Controller to guard against indiscreet headlines and articles which he asserted some newspapers have been carrying lately.

Sir Percy Hurd, Conservative, had asked Sir Samuel to invite press organizations to establish within the profession a representative council of conduct to uphold the dignity and responsibility of British journalism.

## EXPULLED BY ITALIAN STATE

ROME, May 2.—Pierre de Montera, director of the French Lyceum, an institute for advanced French studies left Rome by automobile for France with his family last week. He had been expelled from Italy on the charge that he "lacked neutral conduct."

French quarters expressed belief that the expulsion order was due at least in part to Montera's association with an Italian intellectual group not in harmony with the Fascist regime.

It was recalled that a brother of Montera, the mayor of Bastia, Corsica, handed Premier Edouard Daladier of France a symbolic siletto recently at a picturesque ceremony during Daladier's visit to Corsica.

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**HORIZONTAL**

- 1 Climbing plant
- 6 Automaton
- 11 Woodchuck
- 12 Wears away
- 14 Indefinite article
- 15 Fall flower
- 17 Temporary shelter
- 18 Young fellow
- 20 Anxious
- 22 A sail yard (Scott.)
- 23 Philippine sweetsops
- 25 Radish (Fr.)
- 27 Symbol for cerium
- 28 Memento
- 30 Gave away
- 32 Biblical name
- 34 Man's name
- 35 Utters
- 38 Percebrates
- 41 Negative
- 42 Lasso
- 44 Soil

**VERTICAL**

- 1 Woolly
- 2 Irish (abbr.)
- 3 Wine vessel
- 4 Part of face
- 5 Essence of roses
- 6 Altar screen
- 7 Conjunction
- 8 Kind of fly
- 9 River in Germany
- 10 Card term
- 11 Pertaining to check
- 13 Spirited horse
- 16 Mild expletive
- 19 Erases
- 21 Russian hemp (pl.)
- 24 One who takes sides
- 26 Satisfied
- 29 Waxed
- 31 Possessive pronoun
- 33 Played leading part
- 35 Iro
- 36 Flew aloft
- 37 Portico
- 39 Cost (pl.)
- 40 Sober
- 42 Chronological relation of events (sing.)
- 46 Incarnation of Vishnu
- 48 Girl's name
- 51 Parcel of land
- 53 Plot of ground
- 56 Symbol for tellurium
- 58 Point of compass

**Answer to Yesterday's Puzzle**

No. 4480

A	G	A	E	R	E	L	A	N	D		
R	A	M	O	S	E	V	A	Q	U	E	R
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## ASK TAXES FOR FOREIGN SHIPS

MONTREAL, May 2.—The Marine Transport Joint Council, a body composed of unions representing approximately 25,000 maritime workers from Halifax to Fort William, has issued a call to all members of affiliated organizations asking that an immediate campaign be started urging the Dominion Government to impose a tax of \$1 per registered ton each way on all foreign ships using Canada's inland waterways.

The reason for this resolution, as given by J. A. Sullivan, president of the Canadian Seamen's Union and chairman of the council, is that it will "protect Canadian shipping from unfair competition from foreign ship-payers lower wages to their crews." The St. Lawrence waterways scheme was also condemned by Mr. Sullivan who said that Canadian lake operators would suffer from heavy competition.

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