



COLD WEATHER FORECAST HERE

The weather across Canada during November is expected to be varied, according to the 30-day outlook of the United States weather bureau. Above-normal temperatures are forecast for southern parts of the western provinces, with below-normal readings expected in eastern Ontario, Quebec and the Maritimes. Precipitation will be heavy in British Columbia and most of Quebec and light to moderate in the rest of the country. The outlook is not a specific forecast and changes may occur. Other normal temperatures (precipitations): New York 47 (3.6); New Orleans 60 (3.4); San Francisco 55 (1.6). (CP Newsmap)

Toronto Firm Reported First In Canadian Makers Of Toys

VANCOUVER (CP)—Mannie Grossman is a clean-shaven commercial Santa Claus with a \$160,000,000 market on his mind. This Christmas he will indirectly supply more presents to Canadian children than anyone else. Mr. Grossman is president of Reliable Toy Co. of Toronto, the leading toy manufacturer in Canada. Each year his plant turns out nearly 7,000,000 units for a 1,100-item line, including Canada's only \$1,000,000 toy, the Reely Ride 'Em pedal tractor, which hit the market in 1961. "Within two years it had done \$1,000,000 worth of business," he said. "No other single toy has done anything like it in Canada." Mr. Grossman was interviewed in Vancouver where his B.C. staff is in the middle of filling orders for the Christmas season. His estimates show that the stakes in the toy business are high. Mr. Grossman's statistics show that more than \$35 is spent annually on toys for every Canadian child. About 75 per cent of the \$160,000,000 spent each year on toys by Canadians goes over the counter at Christmas. The Toronto manufacturer said Reliable is "by several millions of dollars" the largest toy seller in Canada where the home industry supplies 75 per cent of the market. Mr. Grossman wouldn't give specific sales figures because Reliable, like its rivals, is a private company with secrets. Explaining methods of toy

marketing selection. Mr. Grossman said Reliable uses the children of its employees to market-test new products. "We watch the children to see what play value the toys have," he said. "If a child plays with a toy for only a few minutes and then ignores it, we know something is wrong." On occasions, however, a toy company will take a chance and promote a product it thinks will be a sure winner, only to see it turn out a dud. "There was one I'll never forget," said Mr. Grossman. "Growly Bear. We had to bury it in a hurry." He said the toy industry, once notorious for its espionage antics and security leaks, is no longer the rat race it was. He added that Reliable still has elaborate safeguards to protect original designs before they go into production. "We'll send different parts of a new product to different mould-makers so nobody will know what the complete product will look like," the manufacturer said. Commenting on a recent campaign against sale of war toys, Mr. Grossman said his company has never promoted its line. He said his company exports very little and virtually nothing to the U.S.

New Phosphate Plant Planned

SALT LAKE CITY, Utah (AP)—Mountain Fuel Supply Co. announced here plans to build a processing plant near Soda Springs, Idaho, to develop phosphate holdings in southeastern Idaho. M. M. Fidiar, company president, said the firm will spend \$4,000,000 to produce marketable phosphate rock for sale to fertilizer manufacturers in western states and Canada. Fidiar said work will begin immediately, and the company expects to be selling phosphate by late 1967. Mountain Fuel Supply Co. is a private utility which distributes natural gas chiefly in northern Utah.

SHORT OF SHEEP
Drought casualties and improved pastures leave Australia with a shortage of 50,000,000 sheep, expected to take a decade to build up by natural increase.

WILFRED BURKE & SON

LOCK REPAIRS KEY CHANGING

LOCKSMITH SERVICE

ALL MAKES OF KEYS CUT SAFE EXPERTS

181 Elm Ave. Dial 4-8616

Specialty Manufacturers Adopt New Labelling Code

TORONTO (CP)—Chemical specialty manufacturers have adopted a new labelling code of ethics to warn consumers of potentially dangerous products. The announcement here by the Canadian Manufacturers of Chemical Specialties Association followed a plea at a CMCS conference by Dr. Edward

accidentally taken internally by children. The code calls for standard precautionary labelling on products that contain potentially hazardous chemical ingredients. It also details labelling instructions for use, handling, storage and disposal, as well as listing first-aid and antidote procedures. **ADOPTED BY 135 FIRMS.** Outlined in booklet form, the code has been adopted by the 135 CMCS member companies. It applies to chemical specialty

products not already covered by legislation. It embraces products for household, lawn, garden and institutional use, aerosols, automotive chemicals, detergents, disinfectants, waxes, and floor finishes. Shelf goods that contain hazardous chemicals will have a precautionary statement on the label, discernible from a distance of two to four feet. Distribution of the code is being extended to chemical specialty manufacturers outside the CMCS, federal and provincial government departments,

boards of education and medical groups. In his address to the CMCS, Dr. Napke emphasized the need for more product information for the 231 poison-control centres in Canada. He said household products accounted for half of all reports received by poison-control centres. Acetylsalicylic acid, a preparation for headaches, alone accounted for 25 per cent. Household products topped the list in terms of known deaths and severity of poisoning.

TWO GET LIFE SENTENCES
TORONTO (CP)—Karl Heinz Frankl, 33, and Richard John Collins, 35, pleaded guilty Monday to the July 16 murder of Francis Desjarlais and were sentenced to life imprisonment by Mr. Justice W. D. Parker in the Ontario Supreme Court. They had been charged with non-capital murder. Desjarlais, a 42-year-old high school teacher, was beaten to death in a \$4-a-day hotel room. He was on his way home to Windsor, Ont., from a teaching assignment in Hay River, N.W.T.



SALE ENDS NOV. 5th

YOU SAVE . . .

DOLLARS

at

S. R. Johnston Ltd.

Contact One Of The Following Salesmen --

- Gene Coady
- Arnold Bruce
- Norman MacDonald

SAVE 245.00

'64 FORD

Unit No. F-1005-A—Custom 500, V-8 motor, 4 door sedan, radio, wheel covers, white wall tires. Two tone blue. This car is in A-1 condition.

Was \$2175

Now Only **\$1930**

SAVE 335.00

'65 FORD

Unit No. F1135-A—4 door sedan, 3 cylinder, wheel covers, white wall tires, radio. This car in excellent condition and carries the 3 year, 50,000 mile warranty, plus 2 year and 24,000 mile warranty.

Was \$2175

Now Only **\$1840**

SAVE \$10.00

1966 FAIRLANE

This is a demonstrator with only 6,000 miles. 4 door, two tone black and yellow. Electric wipers. Full new car warranty.

Was \$3540

NOW ONLY **\$2930**

SAVE \$1725

1965 JEEP

4 wheel drive, low mileage, used at our Service Station only. This unit is complete with snow plow, draw bar, full metal cab, heater, bucket seats. Ideal for Service Station or farm work.

Orig. \$3390

NOW ONLY **\$2175**

1960 PONTIAC

Unit No. F-1120-B—4 door sedan. This car is above average. Be early, this car was 1966.

NOW ONLY **\$950**

1957 METEOR

F-1125-B. Convertible in A-1 condition. Good tires, motor and body. Ideal for the young at heart. This car was \$720.

NOW ONLY **\$590**

1960 METEOR

Unit No. F-1100-A—4 door sedan in A-1 condition. Good motor, body. Ideal transportation. This car was \$985.

NOW ONLY **\$599**

1956 METEOR

Unit No. T-325-A—4 door sedan, in good condition. Drive it away for only—

NOW ONLY **\$149**

1960 GMC TRUCK

Unit No. T-350-A—Dual wheel 1 ton chassis and cab. Low mileage and in A-1 condition. This truck was \$1175.

NOW ONLY **\$929**

Travel Trailer

This is a hunter's special. 17 ft. Pyramid, with electric brakes, gas fridge, 3 burner stove, double gas bottles, toilet, range hood. Buy now as the price next spring will be \$169.99 more.

This trailer was \$2630

NOW ONLY **\$2180**

TAYLORS JEWELLERS LTD.

BRAND NAME

WATCH SALE

ONE WEEK ONLY

The excellence you prefer!

The quality features you expect!

The value you hope for!

The complete selection you want!

BULOVA - GRUEN - LONGINES - WITNAUER and BULOVA ACCUTRON

SELLING AS LOW AS **\$19.00**

For just 6 days—Oct. 31st to Nov. 5th—we offer watch values never heard of before in Charlottetown. A clearance of brand name watches . . . at savings you just can't afford to pass up.

SHOP HERE FOR QUALITY, SELECTION!

Taylor's JEWELLERS LTD.

Confederation Plaza Dial 4-4258

1 ONLY

1966 MUSTANG

SAVE 535.00

Hard Top. Only driven 1800 miles. Red in color. Big 6 motor, automatic, white wall tires, wheel covers, windshield washers, plus 5 year 50,000 mile warranty. Plus 24,000 and 2 year. This is the buy of a lifetime.

Was \$3625

NOW ONLY **\$3090**

25 NEW

1967 FORDS

NOW IN STOCK

We are Ready to Trade

S. R. JOHNSTON LTD.

St. Peter's Road Dial 4-8548 Charlottetown

BUY WHERE YOU SAVE DOLLARS