



AFTER PRAYERS FOR CHURCHILL

Queen Elizabeth II leaves St. Lawrence's parish church at Castle Rising, Norfolk, England Sunday with the pastor, Rev. T.R. Coleman, after morning service at which prayers were offered for the health of Sir Winston Churchill. The former prime minister is gravely ill at his London home following a stroke. Prince Charles is behind his mother and Princess Margaret, the Queen's sister, is at right. (AP Wirephoto via cable from London)

Pictou County Economy Has New Signs Of Life

HALIFAX (CP)—The pulse of Nova Scotia's Pictou County, once measured by a thriving coal industry, has again begun to quicken with transfusions of planned expansion and development. Coal mining, which one time made the province's third largest county an important producer of fuel and power, is only a meagre remnant of a powerful primary industry which was the economic mainstay of the area's 45,000 residents less than 15 years ago. Now the shipping economy is being shored up by a variety of new and expanding businesses, while existing industries like the steel plant of Hawker Siddeley Canada Ltd. at Trenton are nourished by new orders and widening markets. Announcements late in 1964 that two major industries will locate in Pictou County have assured the region of revenue and employment to replace waning coal production. Clarstone Sound Corp. Ltd., manufacturers of domestic radio-photograph equipment, announced in November the company will build a multi-million-dollar plant that will eventually employ 2,000 persons. President Peter Munk of Toronto said the plant will initially employ 600 to 700 people and the first phase is expected to be in operation in April of this year. The proposed employment figure of the electronics firm is considerably higher than the total of 541 persons now employed in the county's four operating mines, and the planned employment of 2,000 equals the number of miners working in coal pits at the peak of the industry. Just 35 days later, Premier Robert Stanfield announced on behalf of the provincial government and Scott Paper Co. of Philadelphia that a \$50,000,000 pulp mill will be built at Abercrombie near New Glasgow, the county's largest town with a population of 10,000. Scott Martin's Pulp Ltd., will begin construction in the spring and the mill will inject about \$16,000,000 annually and 350 jobs into the county economy. Last week, Canadian Pacific Railway placed a \$5,000,000 order for 150 mechanical refrigerator freight cars with the Hawker Siddeley Trenton steel plant, providing continued work for at least 1,200-1,500 men. The order followed earlier contracts for rail cars in 1964 and a decision by Hawker Siddeley to enter production of new lines, including railway tank cars, which opened up 200 new jobs. And L. E. Shaw Ltd., manufacturers of bricks and precast concrete construction materials announced recently a \$100,000 expansion of its plant at New Glasgow. Meanwhile, a proposed multi-purpose causeway across Pictou harbor would eliminate a transportation problem between New Glasgow and the port of Pictou. Commodities landed by ship at Pictou now must make an 18-mile trip around the arms of the harbor to the eastern towns of New Glasgow, Stellarton, Trenton and Westville. The causeway would reduce the journey to six miles for both railway and automobiles.

Canada's Share Of Trade Reported To Be Declining

By DON HANRIGHT OTTAWA (CP)—Canada's share of world trade is declining, and since 1953 she has needed a steadily rising amount of exports to pay for a given volume of imports. Bulk of her exports are still resource materials when the big boom in world trade has been in manufactured goods. Lion's share of Canadian exports still is going to the United States and Britain which, compared with other industrial nations, have grown relatively slowly. Even there, Canada has These disquieting facts emerge from the report of the Economic Council of Canada. REMOVE LUSTRE They remove some of the lustre from Canada's 1964 trade performance. Exports last year rose by more than \$1,000,000,000, the biggest year to year gain in history. The council wrote this year: A complete shift in emphasis is needed in Canada's commercial policy, as enunciated by the government, said the council. The aim should be to win better access to foreign markets for Canadian - manufactured products and highly-processed raw materials, instead of concentrating as in the past on tariff breaks for raw materials. Elsewhere in its report the council noted that manufacturing will have to supply most of those 1,500,000 jobs needed in Canada in 1964-70. (Recent government statements have indicated this already is the policy line, in general, for Canada's part in the Kennedy round of negotiations in Geneva).



COLD WITH SNOW IS OUTLOOK Below normal temperatures, and heavy precipitation is the forecast for here for the next 20 days, according to the outlook issued by the United States weather bureau. Most of western Canada is forecast to have above normal temperatures for the same period. (CP Newsmag)

Business Briefing Planned On Changing Que. Scene

By WILLIAM MacDOUGALL MONTREAL (CP)—A changing Quebec, different from other North American areas in terms of the continent's business practices, will be the subject of a briefing here next month for businessmen interested in participating in its productivity. Businessmen acquainted with the province, an area different in culture, language and several other aspects affecting the conduct of business, will discuss how changes in the "new Quebec" are affecting and will affect them will be their confreres from the United States and throughout Canada. Called Doing Business Profitably in Quebec, the briefing Feb. 3-4 is sponsored by the Canadian Management Centre, a part of the non-profit American Management Association. In a statement announcing the briefing, Stewart Thompson, the centre's general manager, says: "Companies are finding that solutions to problems of marketing, finance, organization, training, and so forth that work effectively elsewhere in Canada may have little relevance to doing business in Quebec."

Stocks In N.Y. Last Week Had Top Advance In Months

NEW YORK (AP)—The stock market made its greatest advance in four months in the last week, pushing one stock market average to a historic high and bringing two others very close to their peaks. The week's volume also was the largest in nearly four months. Wall Street seemed to have conquered its fears of a possible steel strike, of the troubles of the British pound and of a U.S. gold outflow. The stock market completed a series of nine straight sessions when more stocks advanced than declined, although on two of those sessions the margin was so small that the market was really mixed. The strength in stock prices was attributed to reinvestment of funds from large institutions whose supply of cash was fattened by year-end selling. As the week ended, it was reported that U.S. industrial production rose sharply in December from November, the biggest gain being in automobile production. Early in the week, the latest figures on weekly steel production put this at the highest level in five years. Much of this was attributed to hedge-buying in view of a possible steel strike. Production of the auto industry hummed along at a fast clip. On Thursday it was reported that the U.S. monetary gold reserves had sunk by \$200,000,000 but this was largely ignored by the market, which put on its strongest performance of the week on the following day. The Associated Press average of 60 stocks advanced 5.3 to an historic closing high of 332.7, topping the previous peak of 332.6 made Nov. 20. It was the largest gain since the week ended Sept. 12, when it rose 5.6 on news of Chrysler's settlement with the United Auto Workers Union. The Dow Jones industrial average rose 8.55 to 891.15, a level just below the historic closing high of 891.71 reached Nov. 18. Volume for the week was 28,149,370 shares, compared with 23,334,940 the previous week. It was the largest since the week ended Sept. 26, when 28,566,200 shares were traded. Gold-mining stocks sank early in the week on news of a drop in the London gold price but they recovered in later sessions. Cigarette issues made progress on publication of a milder-than-



PIER ANGELI REGAINS HER SON

(CUT) PIER ANGELI Italian actress Pier Angeli, who won custody of her son, Perry, 9, in a bitter custody fight last week with ex-husband Vic Damone, greets the boy (left) as he arrives at her Hollywood home, suitcase in hand. At right, they talk with newsmen. Danone, who has had the boy since September, now will have visiting rights. (AP Wirephoto)

HAS SPECIAL NEEDS Hence, the need for this briefing. The purpose of the session will be to point out the features of business in Quebec that are unique, and that require special planning if the opportunities for profitable business are to be fully exploited. In an interview, Mr. Thompson said developments are occurring in Quebec that "affect the whole environment in which business is done in Canada and consequently we feel a great need for businessmen to keep informed of the changing values of the people and the government's plans and objectives." Quebec was growing, was a developing market, and companies that want to grow with the rest of Canada will want to consider Quebec as one of the most important marketplaces. The announcement breaks the briefing down into four main topics: 1. Marketing in Quebec, including the question of designing appropriate advertising strategies for French Canada. 2. Personnel administration, including such topics as collective bargaining in Quebec and executive selection, training and promotion. 3. Financing business expansion in Quebec. 4. The use of two languages in business communications. Speakers and panelists will include both French-Canadian and English-Canadian businessmen Gerard Levesque, Quebec's industry and commerce minister, will speak on "The industrial development plans and objectives of the government of Quebec." Mr. Thompson described the meeting as a "special look at a particular part of Canada" arising from the interest expressed by business people.

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