

# CHRISTMAS GIFT GUIDE!



## POWER BLACKOUT REPORT

Chairman Joseph C. Swidler of the Federal Power Commission (left) and President Johnson talk with newsmen after Swidler delivered a formal report to the president on the Nov. 9 northeastern power failure.

The report said the blackout didn't have to happen, yet could happen again. Experts urge new precautions and perhaps new legislation. The president received the report at Stonewall, Texas.

(AP Wirephoto)

## Bank Governor Urges Improved Productivity

By KEN SMITH

Canadian Press Business Editor

Recent warnings by businessmen about the need for improved productivity in the Canadian economy were given added weight last week in a rare public speech by Louis Rasminsky, governor of the Bank of Canada.

His address to the Montreal Chamber of Commerce was seen by some, however, as pointing up a difference in thinking on the best ways of achieving that aim.

Mr. Rasminsky's remarks were interpreted by some as putting the greatest emphasis on the human side of the question, while many businessmen have been concentrating on the technical aspects.

The head of the central bank said increased productivity is what "will finally determine the rate at which the economy grows and the standard of living which we can achieve and sustain," and added: "If we attach great importance to achieving the full economic growth of which we are capable, it will be necessary to pay great attention to increasing the mobility of resources, to upgrading labor skills, to encouraging education and research."

INCREASE EFFICIENCY "These are directed to increasing the efficiency of the economy and providing the basis for future growth and may well need priority over other uses of resources which, however desirable they may be in themselves, do not add as much to our real productive capacity."

Many business executives, caught in what they see as a squeeze on their profit on unit output per man-hour because of rising labor and material costs, have been looking toward plant modernization as the key to greater productivity.

Demands for faster tax write-offs on capital investments to permit purchase of the most modern machinery has been a favorite theme.

Meanwhile Ford of Canada Ltd. took a further step toward stepping up its productivity. It took up options on 1,400 acres of land at Talbotville in southwestern Ontario for a new car assembly plant. While no

price has been announced, estimates have ranged from \$75,000,000 to \$150,000,000.

The company also announced its retail car and truck sales in November were a record for the month. Dealers sold 19,969 units, an increase of 27.6 per cent from the 15,638 sold in November, 1964.

The booming sales, generally echoed by other companies, assured the vital industry of a record year and industry officials hope—set the stage for still further growth next year.

CALLS FOR CONTROL Elsewhere on the business scene, F. William Nicks, president of the Bank of Nova Scotia, came out with a strong call for tighter regulations for near banks.

He said in the bank's annual report that inadequacies in safeguards for financial institutions were "sadly demonstrated this past summer," an apparent reference to the collapse of Atlantic Acceptance Corp. and the subsequent death of British Mortgage and Trust Co.

The Canadian Association of Purchasing Agents reported Canadian manufacturers were busier in October than they had been a month earlier.

Thirty-four per cent of companies it surveys monthly to assess the level of business activity report an increase in new orders, while only 12 per cent booked a lower volume.

Employment was higher in 24 per cent of the companies, and lower in only 11 per cent, while 30 per cent noted increases in prices and 12 per cent reductions.

These are directed to increasing the efficiency of the economy and providing the basis for future growth and may well need priority over other uses of resources which, however desirable they may be in themselves, do not add as much to our real productive capacity."

These are directed to increasing the efficiency of the economy and providing the basis for future growth and may well need priority over other uses of resources which, however desirable they may be in themselves, do not add as much to our real productive capacity."

These are directed to increasing the efficiency of the economy and providing the basis for future growth and may well need priority over other uses of resources which, however desirable they may be in themselves, do not add as much to our real productive capacity."

These are directed to increasing the efficiency of the economy and providing the basis for future growth and may well need priority over other uses of resources which, however desirable they may be in themselves, do not add as much to our real productive capacity."

These are directed to increasing the efficiency of the economy and providing the basis for future growth and may well need priority over other uses of resources which, however desirable they may be in themselves, do not add as much to our real productive capacity."

These are directed to increasing the efficiency of the economy and providing the basis for future growth and may well need priority over other uses of resources which, however desirable they may be in themselves, do not add as much to our real productive capacity."

These are directed to increasing the efficiency of the economy and providing the basis for future growth and may well need priority over other uses of resources which, however desirable they may be in themselves, do not add as much to our real productive capacity."

These are directed to increasing the efficiency of the economy and providing the basis for future growth and may well need priority over other uses of resources which, however desirable they may be in themselves, do not add as much to our real productive capacity."

These are directed to increasing the efficiency of the economy and providing the basis for future growth and may well need priority over other uses of resources which, however desirable they may be in themselves, do not add as much to our real productive capacity."

These are directed to increasing the efficiency of the economy and providing the basis for future growth and may well need priority over other uses of resources which, however desirable they may be in themselves, do not add as much to our real productive capacity."

These are directed to increasing the efficiency of the economy and providing the basis for future growth and may well need priority over other uses of resources which, however desirable they may be in themselves, do not add as much to our real productive capacity."

These are directed to increasing the efficiency of the economy and providing the basis for future growth and may well need priority over other uses of resources which, however desirable they may be in themselves, do not add as much to our real productive capacity."

These are directed to increasing the efficiency of the economy and providing the basis for future growth and may well need priority over other uses of resources which, however desirable they may be in themselves, do not add as much to our real productive capacity."

These are directed to increasing the efficiency of the economy and providing the basis for future growth and may well need priority over other uses of resources which, however desirable they may be in themselves, do not add as much to our real productive capacity."

These are directed to increasing the efficiency of the economy and providing the basis for future growth and may well need priority over other uses of resources which, however desirable they may be in themselves, do not add as much to our real productive capacity."

These are directed to increasing the efficiency of the economy and providing the basis for future growth and may well need priority over other uses of resources which, however desirable they may be in themselves, do not add as much to our real productive capacity."

These are directed to increasing the efficiency of the economy and providing the basis for future growth and may well need priority over other uses of resources which, however desirable they may be in themselves, do not add as much to our real productive capacity."

These are directed to increasing the efficiency of the economy and providing the basis for future growth and may well need priority over other uses of resources which, however desirable they may be in themselves, do not add as much to our real productive capacity."

These are directed to increasing the efficiency of the economy and providing the basis for future growth and may well need priority over other uses of resources which, however desirable they may be in themselves, do not add as much to our real productive capacity."

**FOR YOUR ANGEL**

- Complete range of sizes to suit
- Little Girls Dresses
- Children's Sno-Suits
- Children's Ski-Jackets

The Misses **HOLMES & BRADLEY**  
Queen St. Ch'town

**STATIONERY Gifts**

**SMOKERS' NEEDS**

- Seasonal Cards
- Every Day Cards
- Gifts Wrap
- Pipes
- Smokers Supplies

**MARITIME STATIONERS LTD.**  
Great George St. Charlottetown

Gifts that say "OPEN ME FIRST"

Ideal for Christmas Gifting

Ideal stocking stuffers!

Give them **THE CARD SHOP**

Grafton St. Ch'town

**McINNIS PHOTO HOBBY**

111 Kent St. Ch'town

**STOP!**

For a refreshing pick-me-up over the holiday season or a perfect party mix try

**Craswell Studio FOR CHRISTMAS**

Give hand colored Island scenes from Craswell's Photo Studio.

163 Gt. George St. Phone 4-9712

**SEAMAN'S BEVERAGES**

Water St. Ch'town

FOR A COFFEE OR LIGHT LUNCH

**Town & Country Restaurant**

FOR YOUR Christmas Belle

- Sweaters
- Skirts
- Blouses
- Suits
- Dresses
- Coats
- Car Coats

All Gift Boxed

In Doubt? Give a GIFT CERTIFICATE

—let them make their own selection!

Fun for all your family!

**SKI-DOO**

The sleek new Ski-Doo brings fresh family fun and excitement... everywhere! No snow too, deep, no hill too steep — see it today!

From \$795.00

**Keith Carmichael**  
Brackley Pt. Rd. 4-6423

Give an Arrow Shirt

Prices start at **5.00**

**RALPH'S WEAR MEN'S**  
Kent St. Dial 4-8444

**Fashion Shoppe**

open all day Saturday

Gt. George St. Ch'town

**THE PERFECT MIX!**

For the quick refresher needed at holiday time or an ideal mixer, be sure it's **PEERLESS**.

**SLIPPERS...**

Great Christmas Gifts....

- Ladies'
- Children's
- Men's

**LePAGE SHOE CO.**  
Grafton Street Charlottetown

**DANCING**

**Commodore Room**

Tonight 9.30 p.m.

**RAINBOW JAZZ FIVE**

Members and Guests

Main Brace Club Rooms  
130 Richmond St.

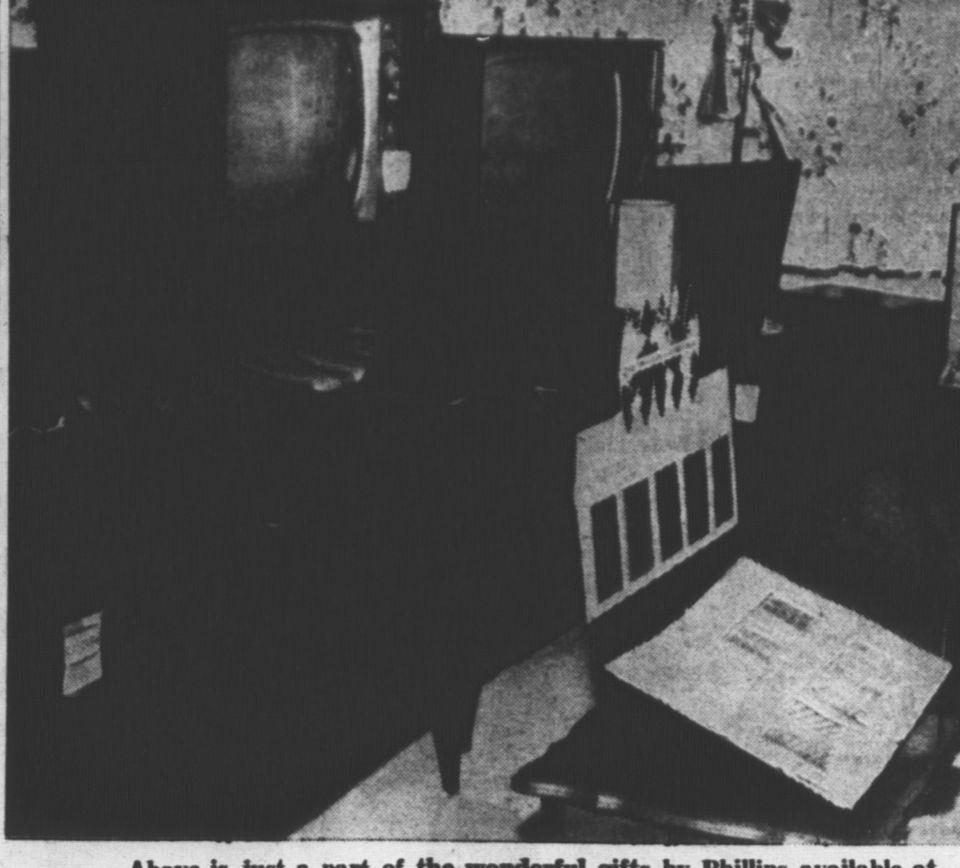
**FURS**

the gift supreme

The luxury of mink, a fashion appeal no woman can resist. The Christmas gift rated high above all others. Come in today and see the beautiful selection.

Choose from mink, muskrat, kolinsky and sable for the woman in your life who appreciates elegance

**Island Furriers Ltd.**  
"the ultimate in fashion"  
79 Grafton St. Charlottetown



Above is just a part of the wonderful gifts by Phillips available at Crockett & Storey Ltd., Kent St., Charlottetown.

Say Merry Christmas with Perfume... By **ESTEE LAUDER**

- Perfume Spray
- Purse Scon
- Perfume Refill
- Bath Soap and Oil

Give A Gift Certificate

**MONA'S Boutique**

Gift **RECORD ALBUMS**

To Please Every Taste!

- stereos
- radios
- Record Players

see them today at **ISLAND RADIO CENTRE**

Queen St. Ch'town

**GIFTS** for everyone on your Gift List at **Agnes Surpass**

129 Queen St. Ch'town

**GIVE A Gift Certificate** of a hat gloves or purse from **Adella's Millinery**

Queen St. Ch'town

**FRUIT CAKE**

the most thoughtful gift of all

**Maple Leaf Bakery**  
Kent St. Ch'town

SHOP OUR **Christmas Wonderland** OF GIFTS FOR EVERYONE!

**Philips Portable TV.**

**199.95**

Pay Only 11.00 Monthly

**CROCKETT & STOREY LTD.**  
124 Kent St. Dial 894-5559 Charlottetown

**GIVE THE GIFT** of **BLANKETS**

**Island Made BLANKETS**

Beautifully Gift Packaged

"Prepared and shipped anywhere in Canada."

- Genuine 100% wool, satin bound or whipped end blankets in pastel shades.
- Auto robes in a variety of tartans at prices to please every shopper.

A small deposit will hold any blanket till Christmas.

**Condon Woollen Mills**  
Queen Street City

"That Wonderful Gift"

**DIAMONDS** from **Pattersons Jewellers**

113 Kent St. Dial 4-6722

Gifts are so Much Nicer When You Make Them

- Dress goods
- In all the latest styles & fashions

**CUSTOM INTERIORS**  
Prince St. Charlottetown

**FREE !!**

A Beautiful ORIGINAL OIL PAINTING by H. B. Bugden

Valued at \$200.00, to one of our customers on Christmas Eve.

Ballots with each purchase over \$1.00

**THE STUDIO**  
92 Kent Street (Opposite CFCY)

Shop now for widest selection of—**MODELS, HOBBY and ART SUPPLIES.**

We feature Paint-By-Number Sets for the whole family.

**Lingerie Lovelies**

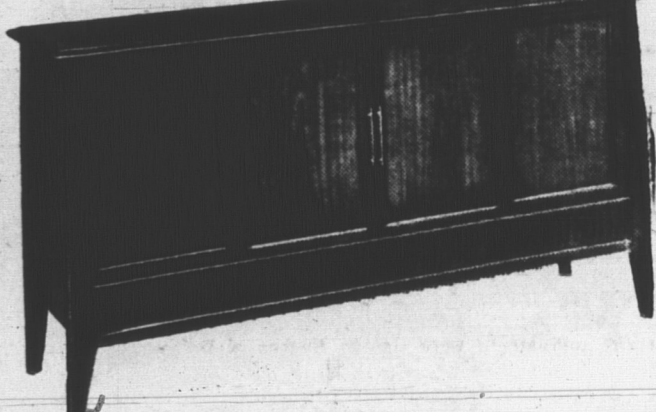
- Slips
- Nitties
- Baby Dolls
- Dusters
- S. M. L.

1.98 - 14.95

**GLORIA LADIES WEAR**  
Gt. George St. Ch'town

**HAVE A STEREO HOLIDAY**

With Philco from **Archer & MacDonald Ltd.**



Through special arrangements we are privileged to bring you, professional demonstrations by Mr. Ernie Driscoll, Philco representative of the finest solid-state stereo Philco. Any evening Monday Dec. 6 — Friday Dec. 10. Buy for Cash... Save an extra 5 per cent.

**Archer & MacDonald Ltd.**

OPEN UNTIL 9

St. Peters Road 4-6345 or 2-1755 Parkdale

**THE NICEST CHRISTMAS GIFT YOU CAN SEND...**

"News From Home" EVERY DAY.

To someone who's away... Share the great Island moments of 1966 with a year long gift subscription to **The Guardian** or **The Evening Patriot**

Just before Christmas, a gift card will be mailed to each of your gift recipients, hand signed as your personally direct.

**SPECIAL RATES FOR ARMED SERVICE PERSONNEL AND COLLEGE STUDENTS**

For Complete Rate Information Write or Phone **Circulation Dept. Phone 4-8506**