

# Kruger Company Has Major Reorganization

MONTREAL (CP) — Kruger Organization Ltd. announced a major reorganization of the company's Canadian operations has been completed.

All domestic operations of the Canadian-owned company, with international pulp and paper interests, have now been consolidated into a single corporate entity to be called Kruger Pulp and Paper Limited.

Kruger companies in Canada and has been granted supplementary letters patent changing the company name to Kruger Pulp and Paper Limited.

Under the new corporate organization the company will have four operating divisions in Canada. They are the fine paper division, formerly Kruger Paper Co. Ltd., with warehouses and offices in Montreal and Quebec City; the newspaper division, formerly Richmond Pulp and Paper Co. of Canada Ltd., with

major newspaper mill in Brantford, Ont.; the packaging division, formerly Sherbrooke Paper Products Ltd. with plant in Montreal and Toronto; and the paperboard division, formerly Turbo Paperboard Mills Co., with a plant in Montreal.

Executive offices of the firm are in Montreal.

The president, B. J. Kruger said the reorganization program was undertaken with the broad objective of creating a more unified, simplified and clear-cut structure for the administration, operation and planned growth of Kruger companies in Canada.

The firm employs approximately 1,000 persons and has annual sales of more than \$38,000,000.

The Kruger Organization Ltd. will continue to exist as a management-holding company for the Kruger family interests, but Kruger soft paper interests in the United States and South America, which consist of a soft paper mill in Ashuelot, N.H., a soft paper mill and paper converting operation in Venezuela and a soft paper mill in Colombia, are not affected at this time by the reorganization of the Canadian operations, the company said.

6 The Guardian, Charlottetown, Mon. Nov. 9, 1964.

## Break In GATT Stalemate Is Welcomed By Canadians

BY DON HANBRIGHT  
OTTAWA (CP) — The apparent break in the American-European stalemate over advance rules to govern farm products in the Kennedy round of Geneva tariff negotiations has been welcomed by Canadian authorities.

However, they say it hasn't changed Canada's insistence that when the time arrives for actual bargaining, the Europeans must be prepared to yield some ground in their high degree of farm protectionism if the negotiations are to be meaningful.

The break came when the United States in effect abandoned its previous stand that the negotiating rules for farm products must be settled before the Nov. 15 deadline for the major industrialized nations to table the list of products they intend to export over-riding reasons of national economic interest, from the proposed across-the-board cuts in tariffs.

These advance bargaining rules — in effect, part of the negotiations themselves — have been in dispute for nearly two years between the U.S. and the six-nation European Economic Community, or Common Market.

Now, in the view of Canadian officials, the long-awaited exemptions lists will be tabled on Nov. 16 unless the EEC does something to force another postponement.

LISTS OFFERS  
Canada has been excused for economic reasons from undertaking broad linear cuts in its tariffs. Instead, it has agreed to table on Nov. 16 its initial item-by-item offers, striking for what Trade Minister Mitchell Sharp calls "a balance of advantages."

Sources said the Canadian list is ready. The Canadian negotiating team has been in Geneva for several weeks.

The U.S. announcement in Brussels Monday said discussions on agriculture will continue. It stressed that the basic American position is unchanged — that the negotiations must include agricultural as well as industrial goods.

Canada shares that position, agreeing on a common price for cereals. It has argued that it is the amount of price supports for agriculture that should be negotiated in Geneva.

The Canadian view is that such an approach would effect-

## Atomic Power Plant Sale Makes Progress

BY JOHN E. BIRD  
OTTAWA (CP) — Negotiations between Canadian General Electric Company Limited and Pakistan on the sale to that country of a Canadian-designed nuclear electric station have been narrowed to a question of price, it was learned here.

The company and the Pakistan atomic energy commission have been negotiating since the spring of 1963 on the possible sale to Pakistan of a nuclear power plant with a capacity of some 132,000 kilowatts. A plant of this size would cost in the neighborhood of \$30,000,000.

If Pakistan decides to buy a Canadian plant, it will be built under a financing arrangement with the federal government's Export Credits Insurance Corporation. The corporation would make a long-term loan to Pakistan to cover the purchase in Canada of materials and equipment for the nuclear component of the power station.

SUBMIT FINAL PRICE  
A government official said Canadian General Electric has submitted a final price to the Pakistan atomic energy commission. He said it was not expected that Pakistan would make a decision much before the end of the year.

would build the nuclear component of the station at its Peterborough, Ont., plant. The Pakistan atomic energy commission would design and finance the conventional part of the station, including the turbines and generators.

The financing arrangement would be similar to one under which India is buying a \$70,000,000 Canadian-designed nuclear power plant that will produce 300,000 kilowatts.

## Studebaker Has Profit


SOUTH BEND, Ind. (AP) — Studebaker Corp. has reported a profit of \$3,000,000 for the first nine months of 1963, compared with a loss of \$9,800,000 for the corresponding period in 1962.

The earnings were the equivalent of 38 cents a share of common stock compared with a loss of 71 cents for the first nine months of 1962, Studebaker said.

Studebaker, a diversified manufacturer with Canadian-made automobiles and U.S.-made refrigerators and home appliances as major products, said the nine-month profit indicated a "turn-around" for the corporate enterprise. Studebaker's automobile factory is in Hamilton, Ont.

QUEEN ATTENDS  
LONDON (Reuters) — Queen Elizabeth, dressed in black, joined men and women of the British Legion Saturday at the annual Festival of Remembrance at Albert Hall. With the Queen were Queen Mother Elizabeth, the Duke of Gloucester and Princess Alice, the Countess of Athlone.

## "Greater Love Hath No Man"



# Remembrance Day

November 11th 1964

On this November the 11th let us stop for a moment and think of the peace we now enjoy and let us remember the price paid for this peace not by us . . . but by those who gave the supreme sacrifice without thought for themselves that we might be free. Their sacrifices shall not have been in vain.

May They Rest In Peace  
And Dignity Forever . . .



## CANADA PACKERS LTD.

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## Radio Jingles On Religion Get Acceptance

TORONTO (CP) — Stan Freberg's religious radio jingles seem to have made a hit with Canadian church-goers, a report issued jointly by Market Facts of Canada Limited and the United Church of Canada's Berkeley Studio said here.

Freberg, a Baptist layman and familiar United States satirical tape-recorded several jingles for the United and Anglican churches of Canada which tested them for six weeks last summer on nine Ontario radio stations.

"The report indicates, on the whole, a high degree of acceptance, interest and impact of the spots as radio messages," Geoffrey Mitchell, project manager of Market Facts, and Peter Flemington, research director of Berkeley Studio, said in a statement.

"There was a large measure of recall, and the appeal and effectiveness of the spots (was) sustained over broad ranges in age, educational background and religious affiliation."

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## HONORING CANADA'S VETERANS REMEMBRANCE DAY

Remember Our War Dead

On This Day We Pause In Tribute And Recognition Of Those Who Served In Two World Wars.



Summerside  
CO-OP Supermarket

Water Street Summerside

## REMEMBRANCE DAY

November 11, 1964



In Remembrance of those who gave their lives for their country.

R. E. ELLIS and SON  
7 Sumner Street Summerside

## "Remembrance Day"

On This Day we take time to remember those who lost their lives, for the cause of freedom during Two World Wars



# Remembrance Day

Wednesday, Nov. 11th.

They shall grow not old  
As we that are left grow old.  
Age shall not weary them  
Nor the years condemn  
At the going down of the sun  
and in the morning  
We will remember them.



At the going down of the sun . . .  
And in the morning . . . we will Remember them.

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