

Canadian Gov't To Consider Power Plant Sale Anywhere

By JAMES NELSON
 OTTAWA (CP)—The government now is prepared to consider selling nuclear power plants anywhere in the world—including Iron Curtain countries, a trade department source said here.

Each prospective purchase order will be dealt with on its merits by the trade department, and the new rule still closely guards against use of atomic energy for any warlike purpose.

Formerly, nuclear power reactors even for peaceful purposes were on a prohibition list for countries behind the Iron Curtain and their allies.

The new order of things resulted from a decision by 14 Atlantic alliance countries and Japan that sales of nuclear power reactors for peaceful purposes should be individually considered on their merits by members of Cocom, the Inter-Allied Co-ordinating Committee.

The committee sets guidelines for export of strategic goods by Western countries to Communist states or those in which local conditions are such that arms shipments might be provocative.

Issuance of Canadian export permits for nuclear reactors to these countries now will be considered in individual cases.

Informants here said there are no Iron Curtain countries at present trying to make a deal with Canada, but there may be with one of the members of Cocom, who include Britain and the United States.

It is assumed here that before one of the other countries would approve such a sale it would consult other countries in the 15-nation inter-allied committee.

The committee's decision, however, does not change the basic requirements of the International Atomic Energy Agency that nuclear power stations be used only for peaceful purposes.

The agency requires on-site inspection by agency authorities to see that plutonium produced by nuclear reactors is not diverted to military use. Plutonium is a by-product of uranium fission in a reactor which can be used in the manufacture of atomic bombs, but there are other ways of producing plutonium.

Canada has provided nuclear reactors for power production and research in India and Pakistan as part of its foreign aid program. It also is developing a new reactor using uranium as the fuel and ordinary water instead of expensive heavy water as the moderating medium, thus cutting operating costs.

P.E.I. SALES DOWN
 OTTAWA (CP)—Milk sales through commercial channels amounted to 125,095,000 quarts in August, an increase of four per cent from a year earlier, the bureau of statistics reported Friday. The August sales brought the cumulative total for the year to 1,007,171,000 quarts, an increase of three per cent over the first eight months of 1964. Cumulative sales were higher in every province but Prince Edward Island.

Orders Pile Up At Factories Across Canada

OTTAWA (CP)—Late summer pressures are growing on Canada's manufacturing industries with new orders piling on top of unfilled ones.

The Dominion Bureau of Statistics has reported that when normal seasonal trends were ironed out, the country's manufacturing facilities had a 3.1 per cent larger backlog of unfilled orders at the start of September than they had at the beginning of August.

There was an increase in the value of new orders during August of half of one per cent.

Shipments during August were valued at \$2,769,200,000 compared with \$2,628,500,000 in August, 1964. But August shipments this year were down slightly from \$2,854,000,000 in July and \$2,824,700,000 in June.

Unfilled orders at the end of August were valued at \$3,943,000,000. This was 18 per cent greater than the unfilled orders valued at \$2,574,000,000 a year earlier. And it represented an

increase over both \$2,881,000,000 in June and \$2,947,300,000 in July this year.

SHIPMENTS UP
 Cumulative shipments for the first eight months of this year amounted to \$21,976,800,000, an increase of 6.7 per cent from the corresponding value of \$20,603,200,000 for 1964.

The bureau said all provinces except Newfoundland and New Brunswick showed increases in manufacturers' shipments in August. Newfoundland and New Brunswick shipments dropped 18.4 and 3.2 per cent respectively.

Shipments were up 8.3 per cent in Nova Scotia, 3.8 per cent in Quebec, 10.4 per cent in Ontario, 15.8 per cent in Manitoba, 5.9 per cent in Saskatchewan, 2.3 per cent in Alberta and 10.6 per cent in British Columbia.

Paper and allied industries showed the reduction in Newfoundland and New Brunswick. Foods and beverages were the predominant manufacturing industries to show gains in the other provinces.

CHOOSE FROM HUNDREDS
 There are about 300 varieties of tea, grown mainly in Ceylon and India.



Interesting thing about daily newspapers.

people like the advertising

Surprise you? Well, it's a fact. In a recent North American survey, 78% of the people interviewed said they actually prefer a newspaper with ads to one without. They like the advertising. In contrast, 54% would rather have TV without ads, and 61% would prefer radio without ads.

In another survey validated by the Canadian Advertising Research Foundation, 71% of those interviewed said they find television commercials irritating, and 13% said the same of radio. In contrast, only 8% said they were irritated by newspaper advertising.

What's more, Canadians not only like newspaper advertising,

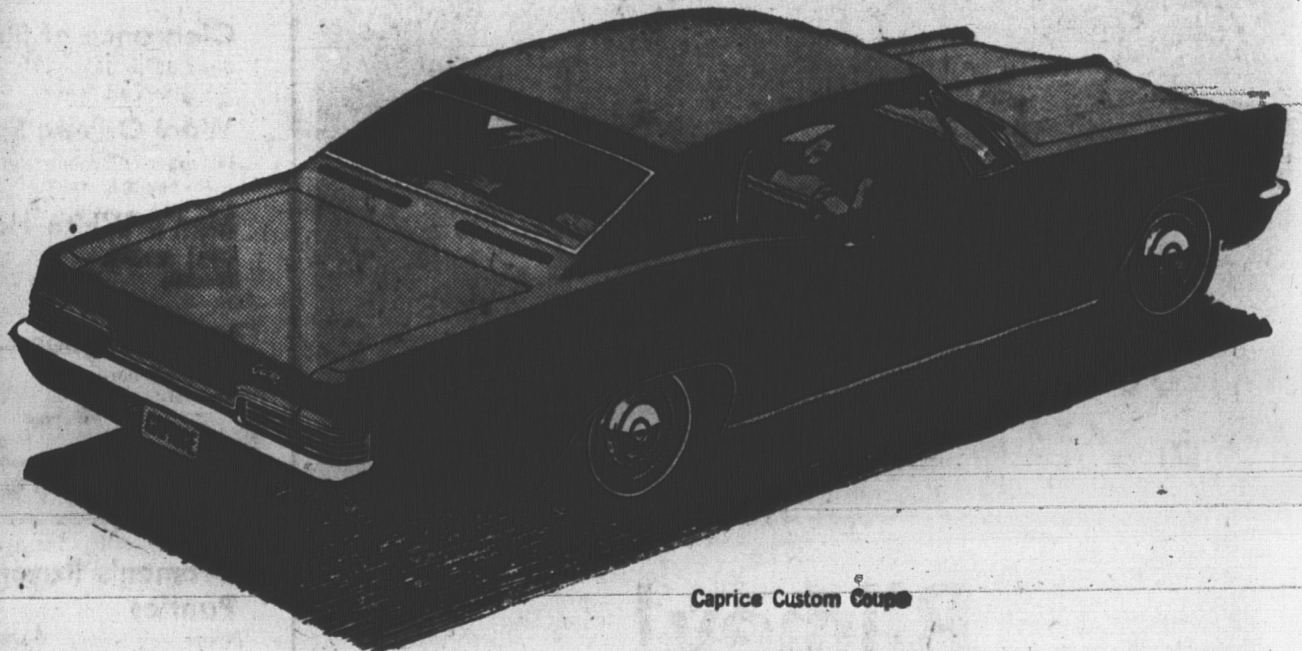
they're influenced to buy because of it. 83% of those interviewed described newspaper ads as a guide to day-to-day shopping. Only 6% considered television, and 3% radio, in this same light.

Yes, Canadians are a nation of readers. 12,400,000 people read a daily newspaper every week day. They read the paper for local, world, and social news; for entertainment; and for the ads. And many like newspaper ads so much, they'd rather read a paper with them, than one without. Interesting fact. Especially to the advertisers.

The Guardian

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