

This column is a regular weekly feature prepared by the Family Financial Counselling Service of the Avco Delta Corporation, P.O. Box 2820, London, Ontario. All questions submitted to the above address will be answered, in print or by return mail. Names will not be used in print. However, all questions should be accompanied by a complete name and address.

Dear Sir: My financial situation is a little different from some you've been writing about. Maybe I have no problem at all. But I'm interested in getting the most for my money too. I have almost all of my savings in life insurance which has accumulated a considerable cash value. However, with inflation and the decline in the purchasing power of the dollar, I wonder if I shouldn't cash in my insurance policies and use that money to "play" the stock market where there's a better chance of greater return on my investment. What do you think?

Lucky.

I think two things. First, few people have enough money to "play" the stock market. That is a very dangerous business where the chances of losing your savings are at least as great as your chances of making money. Buying and selling stocks is a highly technical profession which requires continuing study and knowledge of the market, economic conditions and business growth potential. I am not opposed to investments in the stock market. I caution against "playing" the market unless you have money to lose. Second, we have always recommended a balanced savings program, designed first of all to protect the saver from future emergency situations demanding available cash. Therefore, I would recommend, in the very first instance, that your saving program be built upon adequate life insurance coverage, the best form of savings and protection combined.

Another cornerstone of your savings programs should be an adequate cash reserve, in a savings account, that will afford you the ability to live at least three months without income should that become necessary. If, having cared for these two areas, you still have funds for savings, I would recommend a safe mutual fund. Mutual funds fluctuate with the total economy and thus are not subject to the same risk potential as individual stocks which are influenced by factors too numerous to list.

The next step would be investment in the so-called "blue chip" stocks which traditionally have enjoyed a relative risk-free growth with, of course, a conservative return.

Finally, if after all these bases have been touched, you may want to invest some of your money in speculative stocks where you can make a lot - and lose just as much.

This is the framework of a balanced savings program which I would recommend to those who can develop it.

ONTARIO PROVINCIAL POLICE REPORT

Total Duty Hours: 176 hours.

Highways and Secondary Roads patrolled: 3,922 miles.

Investigations:

- 1 - Family Disturbance reported.
- 2 - Disturbances investigated, resulting in a charge of "minor Consuming" being laid in one case.
- 1 - Missing person reported, who was later located.
- 1 - Theft of property from the Department of Lands & Forest at Rainbow Falls, case still under investigation.
- 1 - Theft of Gasoline reported, case still under investigation.
- 1 - Complaint of Wilful damage.

Traffic:

- 4 - Property damage accidents reported, with injuries being sustained in one. Approximately \$ 5,140.00 damage.
- 12 - Charges were laid under the Highway Traffic Act.

- 21 - warnings were issued to motorists regarding infractions of the Highway Traffic Act and vehicle defects.
- 81 - vehicles were given safety checks.
- 10 - transients were assisted in the form of meal tickets.

M. Kulmatycki

SMILE NOW, YOU'RE ON SATELLITE CAMERA

Smile, you're on Photo-Scan camera is the new ploy around Steinberg's Ltd. in Montreal these days, according to Hardware Merchandising. Photo-Scan is a closed circuit TV system to discourage shoplifters, rather than catch them red-handed. Steinberg's is one of the first Canadian retailers to try the new idea and has cut shoplifting 50% in the two Montreal stores where the system has been installed. In each of the two test stores, 14 five-eyed-photo-scan satellites are hung from the ceiling at various points. Two are equipped with TV cameras. Their output can be watched on two of four TV sets on the floor.

A still camera, in another satellite, takes photos automatically at regular intervals. But the public has no way of knowing which satellites are working at any given time.

GOVERNMENT NEWS RELEASE - ECONOMIC STUDY OF NORTHWESTERN ONTARIO

An extensive multi-purpose economic study of northwestern Ontario will be conducted this year.

Ontario's Minister of Agriculture, the Hon. William A. Stewart, recently announced that his department's recommendation for an economic study of northwestern Ontario has been accepted and approved by the federal ARDA directorate. The costs of the study will be shared on an equal basis by the federal and provincial governments under the ARDA agreement.

One important aspect of this extensive, multi-purpose study will be a survey of the entire economic base for northwestern Ontario, and this aspect of the study will be compiled by the Regional Development Branch of Ontario's Treasury Department, under the Hon. Charles MacNaughton.

Another part of the study, conducted by the Ontario Department of Lands and Forests, under the Hon. Rene Brunelle, is designed to develop ways and means of improving the living standard of Indian people in this region.

An examination will also be made of the development policies of all departments of federal and provincial governments in order to maximize the efficiency of public investment, and to facilitate the establishment of priority objectives by the Northwestern Ontario Regional Development Council. To achieve complete success, any such plan must, of course, involve the local people and the Ontario Government is not only encouraging the co-operation of individuals and organizations in this region, but soliciting their support and participation.

When this study has been completed, and the information assessed, it is then proposed that assistance will be sought from the Federal Rural Economic Development Fund (FRED) for its implementation. FRED is ARDA'S reply to the need to mobilize federal, provincial and local resources to develop areas where only a major effort can suffice.

To ensure the fullest co-operation of all departments of both levels of government, an eight-man steering committee will be formed. The membership of this committee will consist of four senior representatives of the federal departments of government and four from the Government of Ontario.