

European Cars Made Gains On Canadian Market In '58

By HAROLD MORRISON
Canadian Press Staff Writer
OTTAWA (CP) — Recession? Not for European car makers. They wrote "success" in 1958 as one of the greatest invasions ever staged in the Canadian car market.

Back in the fall of 1957, when a Canadian trade mission went to Britain, members got clear indications from British auto makers of what they intended to do in Canada—to drive hard in salesmanship and to capture a bigger and bigger share of the Canadian market.

They did just that. While sales of Canadian-made autos dropped by about five per cent in the first 10 months of 1958, sales of imports from Britain and continental Europe rose by a smashing 50 per cent.

WORRIES CAR MAKERS

Of course in actual volume the big Canadian cars were far ahead of the smaller European models. But there was no doubt that the decline of Canadian sales had producers worrying.

Sales of Canadian-made cars in the January-October period dropped to an estimated 320,182 from 336,518 in the similar 1957 period. October showed an upswing, to 27,655 cars from 20,973 a year earlier, but federal experts suggested the rise was due mostly to earlier introduction of 1959 models.

In contrast, sales of overseas cars in Canada rose in the 10 months to 64,000 from 41,700 a year ago.

education and public works during the times he was in and out of the president's office.

Batista insisted he was no dictator. He said he hated communism and Communists, imposed controls only to root out terrorists and acted only for Cuba's welfare.

He was born Fulgencio Batista y Zaldívar of Spanish, Negro, Indian and Chinese blood, on Jan. 16, 1901. In his youth he worked as a sugar mill timekeeper, railway brakeman and grocer's clerk.

Batista enlisted in the army in 1921. Ambitious, he studied stenography, won the highest non-commissioned rank of staff sergeant and became stenographer to the general staff.

In that role he learned how the army and government operated and soon joined the ABC, one of several secret revolutionary groups plotting the overthrow of autocratic president Gerardo Machado.

BECAME STRONGMAN

Machado fell in August, 1933, and within a month Batista and his fellow sergeants took over the government. Ramon Grau San Martin became president and made Batista a colonel. From then on, Batista made and broke presidents.

In 1939, Batista ran for president himself and defeated Grau San Martin for a four-year term ending in 1944. His man was beaten in 1944 and he went to Daytona Beach, Fla., a political exile.

Batista was elected senator in 1948 and returned to begin a new drive for the presidency.

Just before the 1952 elections, Batista took over in a bloodless coup and forced Carlos Prio Socarras into exile, claiming he had information Prio had planned a phony revolt before the elections as an excuse to stay in office.

This coup was the basis of his foes' contention that he was a dictator.

HANDPICKED SUCCESSOR

Last Nov. 3, in an election marked by bloodshed and sabotage, Batista's handpicked successor, Andres Rivero Aguero, was elected to take over from Batista Feb. 24. The opposition candidates charged the election was rigged.

Aguero fled with Batista Thursday. Friends have said Batista considered Abraham Lincoln one of his heroes.

He boasted once "my destiny is to carry out revolutions without bloodshed. . . I believe that I have been appointed by destiny to do my utmost for my republic. To me, all figures of history who have emerged from the masses to change the course of a nation are guided for predestined purpose."

year ago. October sales doubled to 7,655 from 3,654.

Federal experts, studying the situation, agreed with widely-held views that differences in price, fuel consumption and other factors were drawing a number of consumers from the big North American model to the smaller and more economical European type.

MINISTER MENTIONS

Trade Minister Churchill touched on the situation a few days ago when he said in his year-end statement:

"Automobile producers have been affected by a moderate decline in total sales in the Canadian market and also by quite substantial inroads on the part of European-type cars.

"In the first nine months of 1958 automobile and truck production fell off by about 18 per cent; however, output has picked up in the last quarter."

The fight between big and little cars for the consumer's dollar likely will continue this year. The experts figure North American manufacturers may make a little more headway if the economic situation improves. But they see no halt in the rise of European car sales, though there may be a slowdown in the rate of increase.

CNR To Trade Cash For Ideas

MONCTON—Canadian National Railways, continually hunting additional ways to decrease operation costs and increase net revenues, starts the new year with a revised employees suggestion plan that offers a top cash prize of \$10,000.

Douglas V. Gonder of Moncton, vice-president and general manager of the company's Atlantic region, announced high-lights of the system-wide competition yesterday.

All employees and pensioners in the Atlantic region are eligible for the money awards that vary according to the benefits derived by the CNR from winning suggestion.

Sees Threat Of Another Recession

HALIFAX (CP) — Charles F. Fraser of Montreal, economic adviser to the Canadian Pacific Railway, said Monday there is growing concern that Canada may be headed for a recession "of even greater severity than that just experienced."

In an address to a service club here, Mr. Fraser said the recession could follow inflation caused by the federal government's deficit financing and "the relentless pressure" of the wage spiral.

"Evidence of Canada's recovery from the depths of recession became discernible as last autumn advanced," the Halifax-born economist said. ". . . But trade and investment—the twin forces which characterized Canada's surging postwar years of growth—still lacked the vigor needed to restore prosperity to the peak of postwar years."

Mr. Fraser said Canada is threatened on the trade front by the United States' "protectionist" and farm surplus disposal policies and by "the modern industrial giant" being created in Europe through common economic ties.

Atlas May Stay Up Until Feb. 1

WASHINGTON (AP) — The Atlas satellite is expected to stay in orbit more than twice as long as the 20 days first predicted.

But the radio voice which relayed President Eisenhower's recorded Christmas message probably will be stilled during the expected added life span.

The voice is expected to die within 10 days. After an original estimate that the 8,000-pound vehicle would stay aloft 20 days, the space department now says the Atlas may continue in space until about Feb. 1.

Doubled Uranium Output Cushions Mineral Decline

OTTAWA (CP)—Value of Canada's mineral output dropped in 1958 for the first time in 15 years, a preliminary government report estimated Friday, but doubled uranium production cushioned the fall.

Amid general declines both in value and volume, the total estimated value of all minerals was set at \$2,122,153,000—down three per cent from the record \$2,190,322,000 of 1957.

Uranium soared to top spot in the minerals list, said the bureau of statistics, displacing nickel which fell away through planned cutbacks and the long International Nickel Company strike.

Contributing to the over-all picture was slack world demand for

metals, plus United States restrictions on crude oil imports, the coal decline in force since 1950 and international competition which included Russian impact on platinum supplies.

Uranium was the bright spot. Production by value rose to \$290,228,000 from \$136,304,000 in 1957 and by volume to 28,287,000 pounds from 13,271,000. Nickel, by contrast, was valued at \$196,734,000 against \$258,977,000 and in volume totalled 278,083,000 pounds against 375,917,000.

Gold gained on a lower premium on the Canadian dollar. But the aggregate for metals of \$1,142,140,000 compared with \$1,159,579,000 last year. Copper was down \$28,000,000 at \$178,078,000, lead \$8,000,000 at \$42,066,000 and 00.

Gold and silver combined were iron ore \$48,000,000 at \$121,437,000, up \$7,000,000 at totals of \$154,065,000 and \$27,200,000 respectively.

Coal fell \$12,000,000 to \$78,218,000. New producers appeared in asbestos but value of shipments declined by \$7,000,000 to \$86,168,000.

ONTARIO SETS PACE

Paced by uranium, Ontario, Saskatchewan and the Northwest

Territories were the exceptions to declining mineral values reckoned by areas. Ontario had production valued at \$79,168,000—or 37.7 per cent of the Canadian total—to maintain its big lead among the provinces. The aggregate last year was \$748,824,000. Quebec eased into second

ahead of Alberta at \$370,004,000, or a drop of about \$35,200,000. Alberta value was set at \$338,790,000 against \$410,212,000 and Saskatchewan rose to fourth place at \$157,143,000, down almost \$22,321,721,000—up \$60,000,000,000.

Newfoundland was down about \$14,000,000 at \$68,752,000. Nova Scotia \$4,000,000 at \$64,003,000. Manitoba \$7,000,000 at \$56,154,000. New Brunswick \$4,000,000 at \$17,054,000 and the Yukon more than \$2,000,000 at \$11,773,000, while the Northwest Territories was up more than \$3,000,000 at \$24,792,000.



FAVORABLE WEATHER OUTLOOK

Only parts of Ontario and Quebec are expected to have below-normal temperatures during January.

This map, based on the 30-day outlook issued by the United

States weather office, shows a large part of the country can expect near-normal readings. Part of British Columbia and a small area in each of Alberta and Saskatchewan are expected to

have above-normal temperatures. A small area on the coast of British Columbia is due for heavy precipitation. A moderate precipitation is predicted for most of the country. (CPNewsmap)

Batista Believed Himself To Be 'Man Of Destiny'

By THE ASSOCIATED PRESS
Fulgencio Batista, a tough former sergeant who looks like a boxer, believed himself a man of destiny.

His destiny Thursday was flight from sugar-rich Cuba rather than continue fighting to maintain his position as strongman.

Batista said he was giving up the presidency of Cuba "to save the country from further blood-

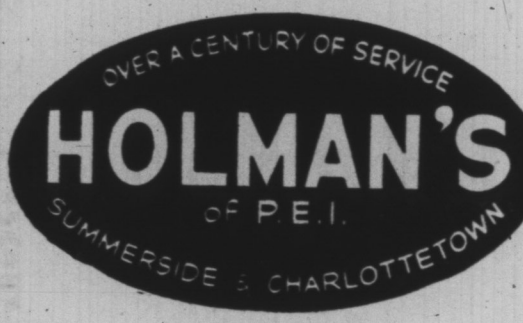
shed." For 25 months he had been battling against Fidel Castro, a bearded 31-year-old ex-law student who vowed to upset "the tyranny of Batista."

Batista made it the hard way to become Cuba's strongman but he had few setbacks once he got off to a running start as a revolutionary himself in the "sergeants' rebellion" of 1933. He had to keep fighting, however.

A target for plots that included an attempt in March, 1957, to assassinate or capture him in the presidential palace, the chunky ruler of Cuba once said plaintively he only wanted to be loved by his people.

PRACTICAL IDEALIST

He called himself "an idealist but a practical one" and he claimed credit for many advancements in rural hospitals.



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