

Exports Of Sporting Goods To Europe Shows Increase

OTTAWA (CP)—Canada's best-known sporting goods exporter to Europe has always been the hockey coach. Now, it seems, Canada is no longer the only one to export the goods as well.

Canadian manufacturers, with a lush European market firmly in their sights, have increased their exports to Europe from \$395,904 in 1959 up to \$1,383,527 in 1963 while such exports to the United States, have gone up only 27 per cent.

Statistics released by the trade department show that in the first six months of this year, over-all sporting goods exports are up 74 per cent over the same period last year.

This does not represent only hockey equipment, of course. For instance, the export of pleasure boats reached \$1,384,833 last year, a 60-per-cent increase over the previous year.

Apart from a relatively few winter items, Canadian-man-

ufactured sporting goods never established a major beachhead in the European markets. Shipping costs were high, buyers relatively scarce, and the U.S. dress and equip the teams as well.

Even now, only 20 per cent of exports go to sporting goods exporters in Europe.

IT'S GAINING

But look at the way it's gaining.

Norway last year bought \$24,877 worth of Canadian sporting goods. A year earlier it was \$1,287. Finland took in \$71,088 in 1963 compared with \$24,849 in 1962. France increased her purchases from \$21,844 to \$62,279, and the Netherlands bought \$120,963 worth last year over \$120,383 in 1962.

The only European country to show a decline in the purchase of Canadian sporting goods was Britain. From a 1962 peak of \$459,500 her total dropped last year to \$411,786. But in 1961 the total was only \$254,232.

N.Y. Stock Market Takes Worst Beating In Months

NEW YORK (AP)—The stock market last week took its worst loss in three months as rising interest rates and disturbing news reports from the Congo and Viet Nam.

If every one of the four trading sessions — one less than usual because of the U.S. Thanksgiving Day holiday — were the worst since the market's start.

The holiday itself was an added reason for market weakness because many Wall Streeters used it as the start of a four-day weekend, thus removing some potential buying power from the market.

The loss for the week was set

on Monday with the news that the British bank rate had been increased to seven per cent from five per cent. This was immediately followed by a rise to four per cent from three per cent in the discount rate charged by the U.S. federal reserve to member banks. Canada at the same time raised the rate to 4 1/2 from four per cent.

Then came a rash of increases in interest payments to depositors in commercial banks — offering immediate competition to those who buy common stocks for their yield.

As the week ended, the citizens and southern national bank

ANNOUNCEMENTS

CITY & QUEENS

AT HOME — Mr. and Mrs. Lemuel MacKinnon, Highfield will be at home to their relatives and friends on Wednesday, December 2 from 3-5 p.m. and 7-9 p.m. on the occasion of their 50th wedding anniversary.

UNLOADING CAR of Oil Cake Monday, November 30th Wiltshire Dairying Co.

THE THIRD installment of Charlottetown Real Estate taxes is due and payable on or before Nov. 30th, 1964.

COLD WAVE specials \$12.50 for \$10.00, \$10.00 for \$7.50, \$7.50 for \$4.75. Gals Beauty Salon, Phone 4-9481.

INTEREST at the rate of 1 1/2 per cent per month will be charged on all overdue City of Charlottetown taxes.

BOYS' SKI jackets — \$6.95 Moose and MacLeod Ltd., Queen Street, Charlottetown.

ALL UNSECURED taxes this is Motor Vehicle, Educational and Business taxes are past due. Sums are being taken for collection of same.

IN ORDER to vote in the forthcoming City Election, all taxes, both current year and arrears, must be paid in full by December 31, 1964.

ENTERTAINMENT will be held in Vernon River Hall Saturday, November 28. Music by the Studasters.

HOT TURKEY dinner Saturday, November 28th in the high school auditorium. Dinner 5-7 p.m. Proceeds to the aid of Central Queen's Athletic Association.

DR. CARSON, Chiropractor will resume practise on Monday, November 30th.

WIRING NEW HOMES, renovation work, commercial wiring, free estimates. Storey Electric, Telephone 4-7341 day or

LISTEN TO Miss Carrie Holman of Summerside, interviewed on "On Tour" presented by Douglas Bros. and Jones at 10:30 Tuesday morning over C.F.C.Y. Radio.

WEEKLY card party in Mt. Ryan Hall Johnston's River, Monday, November 30 starting at 8:30 p.m.

COLD WAVES: Specials on all weeks Mondays, Tuesdays, Wednesdays, Thursdays, December 6-9:00 for \$4.50, \$7.50 for \$6 \$10.00 for \$7.50, \$12.50 for \$10.00. Camco Beer Centre, Phone 4-8654.

ATTENTION — Old time fiddling and step dancing contest at Basilica Recreation Centre, Wednesday, December 2, at 8 p.m., \$25.00 first prize for fiddling with other good prizes for other winners.

KINGS COURT ACADIA NUT OIL treated MacLeans concrete blocks, Monday.

PRINCE COUNTY SERVICE of Induction for the Reverend George R. Tannahill, B.A., B.D., conducted by the Presbytery of P.E.I. Kensington Presbyterian Church, Tuesday, December 1, 7:30 p.m.

CHRISTMAS Shop at Waites Pharmacy—something for every member of family. Old spice, Yardley Max factor, Kodak cameras, Ganongs, M o i r a, Smiles 'N' Chuckles chocolates, music boxes, hair dressers, baby gifts. Use our free layaway. Shop early at Waites Pharmacy, opposite the Post Office Summerside.

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ACADEMIC UPGRADING COURSE PROVINCIAL VOCATIONAL INSTITUTE

Charlottetown, P.E.I.

The Provincial Vocational Institute in co-operation with the Federal Department of Labour offers a five-month BASIC TRAINING COURSE beginning January 4, 1965.

In this full time day course instruction will be given in ENGLISH, MATHEMATICS and SCIENCE on the Grade IX and X level. Students who qualify will be admitted to trade training courses beginning in September, 1965.

For further information apply to the Registrar or phone 2-2401, Charlottetown.

It would raise its prime rate to 10 1/2 per cent from 10 per cent.

EFFECTS WIDER SPREAD

The increases were distributed to the stock market community, which has always been averse to higher interest rates.

The primary rate is the interest charged to the biggest borrowers with the best credit ratings, and its effects usually fan out on the whole structure of lending rates.

The Dow Jones Industrial Average sank 8.20 to 822.12.

The Associated Press average of 60 stocks declined 4.7 to 227.3, its steepest set-back since a five week ended Aug. 8 when it fell 5.

Although auto sales were recovering following the recent strikes, stocks of the auto companies took little heart. General Motors, always regarded as a market leader, declined 1 1/2 to 96 1/2.

American Telephone, the most widely held stock of all, dropped to 112 1/2.

Volume for the week was 18,476,900 shares compared with 26,142,900 shares in the full five day trading previous week.

The five most active issues on the New York Stock Exchange were:

Radio Corp. up 1/4 at 83 1/2 on 280,900 shares; Comsat, up 1/4 at 81; American Telephone, off 1/4 at 86; Westinghouse Electric, up 1/4 at 45; and Texas Gulf Sulphur, off 3/4 at 55 1/2.

The five most active issues on the American Stock Exchange were:

New Park Mining, up 1/4 at 257.300 shares; General Development, up 1/4 at 4 1/4; Shamrock Uranium, up 1/4 at 1.516; Scurry Railway Oil, up 1/4 at 17; and New Idria Mining, up 1/4 at 2 1/2.

CHRISTMAS GIFT GUIDE

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Three Tier Plates 10% off
Lamps 15% off

THE GIFTARAMA
166 Prince St. Charlottetown

EATON'S RED-HOT SPECIALS

EXTRA CHRISTMAS SHOPPING HOURS STARTING THURSDAY DEC. 3rd Open until 9.30 p.m. Daily Monday to Saturday

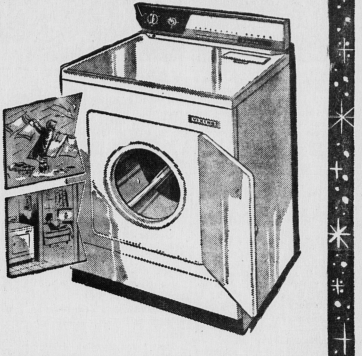
Viking Automatic DRYER

Has infinite heat control guaranteeing the proper temperature for all kinds of fabrics. Safety door switch shuts off heat when door is opened. Heat limit safety switch prevents overheating. Pot moulded lint tray easily emptied. For 220 volt operation. Steel cabinet with white baked enamel finish.

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Slim vinyl covered portable case for easy handling. New 19" "Squared Corner" picture tube. Pre-set fine tuning. Curved safety glass provides wide angle viewing. Front mounted, full-fidelity speaker. Cool operating chassis. Circuit breaker and thermostat assure long life and trouble-free performance. An outstanding "Viking" value in sight and sound.

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29.89

9 Transistor Radios

2 bands, 9 transistor; on-off switch has setting for Hi-F Sound or DX position. Built-in antenna, or for distance pull out telescopic antenna. Earphones, antenna, batteries, leather carrying case included. It is possible to use two earphones for private listening for two people.

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Viking Wringer Washer

With automatic timer and pump. Safety wringer control. 10 lb. capacity square tub.

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RED HOT SPECIAL, EACH

209.95

Save 40.00 Automatic Defrost Refrigerator

35 lb. true freezer section 7.8 refrigerator section with automatic defrost, full width crisper drawer, magnetic doorsal. Reg. 244.95. No Down Payment.

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