

Business Outlook in B.C. Excellent For New Year

VICTORIA (CP)—Businessmen in British Columbia's industries report 1963 a year of high activity and money-making, with 1964 looking even better.

Industry by industry, a government survey found a high degree of plant utilization, increased sales and strong profits. But there were notable exceptions and cutting across the entire report released by the bureau of economics and statistics is the shadow of unemployment.

There were more jobs in 1963, but the increase did not match additional physical output. Shortages of some professional persons and skilled workers are expected to become more serious.

The survey, an annual pool of 200 executives with a good record for past predictions, found businessmen arguing that higher 1964 prices will offset expected wage increases of two to four per cent.

The larger question of inflation was not broached.

REFLECT ASSURANCE
Says the bureau in summing up: "The forecasts reflect an air of assurance that has not been so readily available in earlier surveys."

Four factors are said to be responsible for this generalization: A continuing high level of resource development; a strong demand for B.C.'s primary products in foreign markets; substantial advance sales commitments; a sustained growth in the domestic economy.

Here is how the companies reported 1963: (figures indicate percentage of companies, not percentage by dollars or volume)

	Up	Change	Down
Co. sales	73	14	13
Co. earnings	59	30	20
Factory output	62	19	19
Prices	32	50	9
Employment	34	33	13
Wage rates	91	9	0

And industry by industry, here is the 1964 outlook:

Forestry—Said to earn half of B.C.'s dollars, this industry made a capital investment in 1963 of \$100,000,000 and will need more next year to meet commitments. At present very company reported satisfactory production and profit, but smaller sawmills had difficulties. There were some shortages of labor for particular skills. Opinion on 1964 sales and prices is divided, with concern over inability to substitute materials and possible restrictions on exports to eastern U.S.

Iron and steel—In this highly competitive sector 1964 should be the third-successive year of marked improvement. Export product lines broadened and increased desire to compete in foreign markets.

Food and beverages—Wages will increase and the price line will not be held in carbonate

beverages and bakeries. Only half the firms were content with 1963, a weak picture was created by feed processors, meat and fish packers, and competition held down profit margins. Sales, production and profits should be better in 1964.

Other manufacturing—Improvement expected for all companies, building supply firms, non-ferrous metal manufacturers, clothing and furniture manufacturers and engineering firms. Shipyard had unsatisfactory year and forecast declines.

Construction—Competitive, but last year improved 10 per cent over 1962 and 1964 program looks at least as large.

Mining—1963 was a year of increases and 1964 promises higher metal prices and increased production, adding up to new unit and dollar record.

Retail trade—Reflects annual increase in consumer price index of two per cent. Moderate price advances and sales increases likely for 1964.

Wholesale trade—Continued adjustment in 1963 to now-established business procedures of discount houses and direct selling. Improvement in corporate sales and profits to be maintained in 1964.

YORK
A vesper service was held in York United Church Sunday evening. The CCNY had change of the service with their leaders Mrs. Reuben Watts and Mrs. Richard Vessey.

Donald Crockett has taken the contract of driving the mail from Charlottetown to Georgetown.

Mr. and Mrs. Leonard Brown, Cornwall, were guests of Mr. and Mrs. Laken Lewis, York, on Sunday, Dec. 16th.

Mrs. Henry Swan, York, visited her daughter, Mrs. Merrill Craswell, Charlottetown last week.

New officers for the UCV are as follows: president, Mrs. Arthur Johnson; first vice-president, Mrs. Reuben Watts; second vice-president Mrs. Arthur Brown; secretary, Mrs. Beverley Simpson; correspondence, Mrs. Frank Vessey; membership, Mrs. Parker Jewell; literature, Mrs. Harry Lewis; community friendship, Mrs. Clifford Chappell; social activities, Mrs. Waller Mallett; financial secretary, Miss Frances Vessey; supply, Mrs. Floyd Vessey; stewardship, Mrs. Louis Vessey; organist, Mrs. Floyd Vessey; manse, Mrs. Raymond Vessey; and Mrs. Will Crockett; treasurer, Mr. A. Dewar Swan; press, Mrs. George Whiteway; Christian and missionary education, Mrs. Richard Vessey.

Miss Frances Vessey has returned to her home in York after visiting her sister Mrs. Heber Proffitt, Roseneath. PO

CORNWALL ESSO Service Station
Cornwall

REJOICE
May it be a joyous Christmas for everybody.

BLESSINGS
All of the love, deep meaning of Christmas made the season bright for you and yours.

MARSHFIELD SERVICE STA.
Marshfield, P.E.I.

BAGNALL'S MILLS
Hunter River

Greetings
A coach-full of best wishes for you

MERRIEST CHRISTMAS

DOMINION DISTRIBUTING CO. LTD.
180 Water St. Summerside

delicate beauty

STOLES
Your choice of lace, terylene, wool, chiffon. White, black, gold, pastels. 1.95 to 7.95

practical ideas

BLOUSES
Short and three-quarter sleeves. Terylene, dacron, cottons. Plains and prints. 1.98 and 2.98

ISLAND TARTAN GIFT SELECTION

TOLL IN
was due at Port Aux Basques at about 5:30 p.m. AST.

An RCAF Albatross aircraft from Greenwood, N.S., was sent to the United States in haste at Stephenville, Nfld., to stand by if needed to transport Douala survivors to other hospitals.

The 81 m battle against waves, freezing spray and hurricane force winds began early Thursday.

On Friday, 35 members of the crew of the 175-ton coastal freighter Mary Pauline lost out only inches away from rescue. They drowned when their duties swamped close to the sides of a rescue ship. They had abandoned the 184-foot Mary Pauline between North Sydney, N.S., and the Newfoundland

coast. The motor vessel Zeta managed to save Sylvester Hynes, the Mary Pauline's first mate.

PRESUMED DEAD
Still missing and presumed dead are the two crew members of the long liner Ruth Lillian found wrecked Friday on lonely Ellerswood Island of southwestern Nova Scotia. The vessel, out of Westport, N.S., had been fishing in the area.

Isaac Douglas, 69, of Fortune, Nfld., was washed overboard early Saturday when a huge sea broke over the schooner Philip E. Lake, 14 miles south of St. Lawrence, Nfld. The body was not recovered.

Twenty-seven crew members of the 7,000-ton Lebanese freighter Corfu Island, aground on the Magdalen Islands, in the Gulf of St. Lawrence, reached shore safety Saturday. Some

ON THE ISLAND IT'S MOORE & McLEOD LTD
YOUR FAVORITE SHOPPING CENTRE

SHOP TONIGHT
It's done with more joy Christmas

Open tonight until 9
Christmas Eve until 5

unusual gifts

SLIPPERS
Metallic cloths, fur fabrics, suede and leathers. By Lyons of London. 1.95 to 4.95

MAPLE CRAFT
By Leavitt's of Alberton. Of bird-eyes and Sugar Maple. Earle holders, book ends, etc. 2.75 to 10.50

gracious gifts

CRYSTAL
Coralflower pattern water glasses, sherberts, cake plates, vases, etc. 85c to 11.95

AYNSLEY CHINA
Cups and saucers in beautiful bone china. Exquisite designs and styles. Gift boxed. 1.75 to 9.50

cosmetics

FAMOUS BRANDS
By Elizabeth Arden, Dorothy Gray, Yardley, Yardley, Coty and Houbigant. Bored for Christmas giving. 1.25 to 35.00

received minor injuries and were taken to hospital at Grindstone.

DRAGGER TURNS UP
Another bright note Saturday was the safe arrival at Lunenburg, N.S., of the 147-ton scallop dragger Judy and Linda III with 15 men aboard. She had been missing since Thursday. Ice that cooled the vessel from stem to stern had knocked out radio aerials and prevented her reporting her whereabouts.

The tug Foundation Vigilant was heading toward Halifax with the 4,530-ton Danish freighter Argentina in tow. The Argentina, with 36 persons aboard, developed steering troubles during Thursday's storm.

The Vigilant which had difficulty putting a line aboard was expected in Halifax with her tow about 3 a.m. AST Monday.

The Nova Scotia trawler Acadia Neptune was headed for

Accessories Dept. First Floor

jewellery
BY CORO
Individual pins, earrings, and neckties in latest trend variations, also boxed sets. 1.00 to 5.00

added dash

GLOVES AND MITTS
Double woven nylon, kid, fur lined leather, angora and wool. 1.95 to 9.95

HANDBAGS
Morocco, Leathers, Fabrics and Plastics. 2.98 - 21.95

cosmetics

CRYSTAL
Coralflower pattern water glasses, sherberts, cake plates, vases, etc. 85c to 11.95

AYNSLEY CHINA
Cups and saucers in beautiful bone china. Exquisite designs and styles. Gift boxed. 1.75 to 9.50

cosmetics

FAMOUS BRANDS
By Elizabeth Arden, Dorothy Gray, Yardley, Yardley, Coty and Houbigant. Bored for Christmas giving. 1.25 to 35.00

Saint John, N.B., after over-manned when she drifted away 140 miles off Newfoundland's south coast Thursday.

The navy's auxiliary craft Gladstone was towed into Halifax Sunday by the tug St. Inferred tow lines.

MERRY CHRISTMAS
MR. and MRS. LLOYD N. OLIVER
Alberton

MERRY CHRISTMAS
MR. and MRS. LLOYD N. OLIVER
Alberton

jewellery
BY CORO
Individual pins, earrings, and neckties in latest trend variations, also boxed sets. 1.00 to 5.00

added dash

GLOVES AND MITTS
Double woven nylon, kid, fur lined leather, angora and wool. 1.95 to 9.95

HANDBAGS
Morocco, Leathers, Fabrics and Plastics. 2.98 - 21.95

cosmetics

CRYSTAL
Coralflower pattern water glasses, sherberts, cake plates, vases, etc. 85c to 11.95

AYNSLEY CHINA
Cups and saucers in beautiful bone china. Exquisite designs and styles. Gift boxed. 1.75 to 9.50

cosmetics

FAMOUS BRANDS
By Elizabeth Arden, Dorothy Gray, Yardley, Yardley, Coty and Houbigant. Bored for Christmas giving. 1.25 to 35.00

The Guardian, Charlottetown, Mon. Dec. 23, 1963.