

Insurance Firm Predicts Consumer Spending Boost

By FORBES RUDE
 Canadian Press Business Editor
 TORONTO (CP)—A rise in this year of more than four per cent in Canada's gross national product and an increase in consumer spending of about \$1,000,000,000 is forecast by Prudential Insurance Company of America.

The forecast, described by the company as one of "moderate optimism," was issued Tuesday by Robert M. Green, vice-president in charge of Canadian operations, from Prudential's Canadian head office.

Some of its highlights:

Gross national product — the sum of all goods and services — will increase by \$1,400,000,000 to a record \$22,000,000,000, slightly more than 1957's increase, but below the post-war average.

INCOME TO INCREASE

Total employment will continue to rise, personal income will be about six per cent and farm income will increase "as the

farm market improves."

In line with these factors, consumer spending, which in 1957 rose by about \$900,000,000 to \$19,500,000,000, will rise a further \$1,000,000,000.

Increase in business inventories, however, will probably be held down to \$200,000,000 and increase in agriculture inventory to about \$100,000,000.

Housing starts probably will total 120,000 units, involving expenditure of \$1,500,000,000, up \$100,000,000 from 1957.

"Whether or not this rate of building can be accomplished," the forecast says, "depends greatly upon the supply of mortgage money and also upon the type of housing built. The need is primarily for low-cost housing."

DOM NOT OVER

The forecast says that though the rate of capital spending is slowing, the capital boom is not over. It says there have been de-

ferments of important projects which the availability of loanable funds may bring into realization.

The forecast concludes: "Although national output will move ahead during the coming year, the economy is likely to continue to experience an unemployment rate somewhat above normal."

The labor force has recently grown so rapidly that industry has been unable to absorb all the new entrants to our work force. It will probably require several years for the expansion of the economy to provide the job opportunities necessary to re-establish the high employment rate which has characterized most of the post-war period.

"Our larger labor force does, however, provide the potential for an exceptionally rapid long-run gain as this absorption takes place."

Marshall Konderson and Ione Wright.

Mrs. Kenneth Robblee and Jack Sorenson assisted with the music. Chairman for the evening was Roy Dawson who capably announced the program.

This included Choruses; a welcome by Allan Cotton, a humorous monologue by Jack Sorenson; recitations by Florence Rogers, Gail Mabey, David McIlwaine, Bertrum Carr, Richard Leo Howatt and Robert Calbeck; piano solo by Margaret Howatt; accordion solo by Jack Sorenson; Dialogues included, "The Unwilling Tramp," "The Mock Wedding," "Going to California," Giving Aunt Jane a Shock and A Silent Dialogue by the senior pupils. Backfire and A Good Impression by the Primary Pupils All caused great laughter.

Trios, Duets and Choruses by the Senior Pupils, Carols, singing by the Primary Pupils; exercises Laurie Woodside, Mary Howatt, and Allison Robblee; Marilyn best; Ruth Robblee, Gail Mabey, Sheila Mayhew, Clara Howatt and Leila Crawford, by ten little pupils.

Ruth Robblee, Marilyn Best, Aletha Mayhew, Margaret Howatt, Jill Thomas and Carol Howatt, beautifully attired in white staged a very pretty "Star Drill". Following this Anne McLwaine, Lois Carr, and Ella Woodside pantomimed "Silent Night."

Six little girls looked very charming in red hoods and capes as they acted the "Little Red Riding Hood Drill." A goodbye was given by Carter Mayhew.

Gifts and treats went to the teachers and pupils. During intermission candy was sold. The National Anthem brought an enjoyable evening to a close.

Push Drive For APEC Members

Seeking membership support for the Atlantic Provinces Economic Council, the Council of the Summerville Board of Trade and other interested business leaders will carry out a personal canvass of the Summerville business district next Monday, APEC campaign chairman C. R. MacLagan announced last evening.

"We hope to be able to push membership in APEC over the 1,000 mark," Mr. MacLagan said. Membership in the council now numbers 870 firms, associations and individuals from the four Atlantic Provinces.

In outlining the role of local Board of Trade in relationship to APEC, Mr. MacLagan, who is president of the Summerville Board, said that in most municipalities the Board of Trade or Chamber of Commerce was the chief contact for APEC.

"In many cases the local Boards of Trade have served as the major contact for APEC in municipalities and in the matter of carrying out surveys, research studies, or promoting trade shows, have been able to be a liaison for the council."

He also pointed out that APEC was really a child of the Maritime Boards of Trade, and the idea that an economic council be established first came to light at a meeting of the parent Board of Trade.

Here to assist the local Board of Trade with the campaign, C. A. Patterson, APEC public relations officer, addressed the annual meeting of the Canadian

Legion Monday night, and the Rotary Club yesterday at noon.

In his address, Mr. Patterson said that APEC through its rapidly increasing membership today indirectly represents close to 500,000 people.

He said that APEC was born of a desire on the part of businessmen to pool their talents and their efforts to promote economic development in these Provinces.

"This organization is not the first whose aims and objects have been directed toward the improvement of the economic picture. Over the years there have been many such movements, sponsored by, at various times, individuals, groups, and even by governments.

"Now while these campaigns of the past were commendable and contributed much to our economic improvements, they had several important weaknesses. Weaknesses which made such questionable from the outset.

"One weakness was that they were limited both their aim and scope, embracing perhaps the interest of a community or district, or even province, but not extending to a four-province region and thus inviting the more powerful asset of four-province support.

"This weakness has been eliminated in the APEC plan because its board of directors and its membership represents all four provinces and its activities are directed to regional development embracing the four provinces," Mr. Patterson said.



PREPARE REPORT

Mr. J. Arthur Clark, Summerville, is in Ottawa as a member of the Canadian Trade Mission appointed by the Canadian Government to visit Great Britain during November and December 1957 and seek ways and means of directing a greater proportion of Canadian buying power to British markets.

This Mission created a tremendous interest and enthusiasm in the Old Country. A great many industrial and manufacturing plants were visited throughout the British Isles but even a vigorous program of from twelve to sixteen hours a day did not prove sufficient. During the last few days, which were spent in London, over twelve hundred British manufacturers and merchants presented themselves for interview.

During the meetings held on January 20th and 21st in Ottawa the Mission will not only prepare and present its report but will appoint a committee from among its members to decide how best to continue and implement the good work now started.

A significant feature of these meetings is that they will coincide with the visit to Ottawa of the United Kingdom Trade Commissioners who have signified their desire to meet the Canadian Trade Mission in a body for a full discussion of common trade problems.

LET'S TALK IT OVER

Mental Age Should Be Considered Starting School

By "d"

In the olden days children started school whenever their parents so desired. Then came an advance. Children had to be six years on a certain date to be admitted to classes. Now, a further advance, which hasn't reached a lot of the country yet. The mental age, rather than the actual age, is the criterion for starting children to school. It is true, isn't it, that some children of seven are not as ready to cope with the problems of school life as other children of five are.

Playing hockey in the streets of Summerville should certainly be discouraged. The only condition under which they want to play is the very condition that makes it especially hazardous for them to do so. I. E. when the streets are slippery. Due to our unusual winter weather there was only one brief period in which the streets were dangerously slippery, and the youngsters were out in force, presumably because other out-

door patches of ice were few and far between. Some cars came to a full stop to avoid hitting the youngsters, and there was a very real danger of skidding into them.

One of the things that impressed us about the recent Liberal convention was that two of the Candidates in their great friendship for each other, which they kept emphasizing, forgot all about the other candidate. Is it not an established courtesy at those conventions to give all the defeated candidates an opportunity to participate in the process of making the election of the successful candidate unanimous? How can the election be made unanimous otherwise? 1879 to 1 falls a little short of unanimity.

Card Of Thanks

We wish to express our appreciation to the Tignish and Alberton fire brigades for their good work in controlling the fire at the home of our neighbour Mr. Arnold Gaudet at Tignish on Sunday.

Mr. and Mrs. Russell Perry

SPECIAL SPEECH

CANBERRA (Reuters) — The Queen Mother is to make a special broadcast to Australians during her "meet the people" visit here next month. It will be the first time a member of the Royal Family has spoken direct to Australians. The broadcast will be made Feb. 24 from Government House, Sydney.

CIVIC STADIUM HOCKEY TONIGHT

8:30 — AMHERST RAMBLERS VS. SUMMERSIDE ACES

Admission: Reserve \$1.00; Rush: Adults 75 cents, Students 35 cents.

Advance sale of reserve tickets at Boates Pharmacy.

NOTICE OF ANNUAL MEETING

The annual meeting of Prince Edward Island Mutual Fire Insurance Company will be held at the Summerville Auditorium on Tuesday, the twenty-eighth day of January, 1958, at the hour of 10:30 o'clock in the forenoon.

Dated at Summerville this seventh day of January, 1958.

The St. Mark's Church Has Its Annual Meeting

Rev. W. Eric Ingraham presided at the annual meeting of St. Mark's Anglican Church, Kensington on Wednesday, January 15, and led in the opening service of worship.

Reports from the various organization leaders indicated a year of progress. Mrs. Townsend reported a very encouraging year in the W.A., in which the high light was the 50th anniversary of the organization. The Little Helpers, G.A. and J.A. leaders all

Consolidated School At Tryon Holds Concert

A large number of people gathered at the hall to enjoy a program staged by the pupils of Tryon consolidated School and directed by their teachers, Mrs.

The dance committee requested a carrying case for records be obtained. Freddie Kitson was asked to secure this.

The group agreed that a note of appreciation for his fine effort in assisting the fire department the night of the Bay View fire be forwarded to Andrew Gallant also \$3.00 to help pay for the gas used. Fire committee reported some equipment required and were instructed to secure what they felt necessary.

It was suggested that a list of fire extinguishers in the community be compiled and placed in the hands of the fire department for cases where the fire equipment is not practicable to use.

Thanks was extended to the

Junior Farmers Find Fire Equipment In Good Order

The January meeting of the New Glasgow and districts Junior Farmers was held in the New Glasgow School with 21 members present. Roll was answered by submitting material and suggestions for concert. A special collection will be taken at next meeting for the March of Dimes.

The Education Committee reported that Mrs. Harry Cudmore will speak and show films to the group on Farm and Home Safety and help organize some plan to remove accident hazards from farm home, farm buildings and farm machinery at the next meeting.

Miss Audrey MacMillan will be the guest speaker on February 26 and will provide information and hints from her wide experience, working with many farm

Calls Himself The Most Controversial Figure

Rev. Lloyd H. Henderson, who is on a short visit to his native Province following the Liberal convention in Ottawa where he was a candidate for the party leadership, was guest speaker Tuesday evening at a dinner meeting of the Fellowship Group of the Church of the Nazarene, Summerville.

The president, MacNevin presided and introduced Mr. Henderson who, during his remarks said, "I am probably the most controversial figure in Canada tonight and no doubt will be for some time to come."

He added that it may not be clear to many people, including the Liberals and other parties just where his support lies. However, the guest speaker said he had fulfilled a mission at the convention and had left the impression that the people of Canada are not going to be trampled on any more.

A question and answer period followed the address. Amos Hubley thanked the speaker on behalf of the invited guests and Mr. MacNevin on behalf of the fellowship group.

Prior to the delicious dinner served by the ladies of the

WESTERN GUARDIAN

CARD PARTY Kensington High School Auditorium, Wednesday, January 22nd at 8.00 p.m. Sponsored by Community Club.

BEDEQUE RINK tonight, Wednesday, South Shore Hockey League, Albany versus Freetown. Game time 8.30 sharp. Skate after.

CRAPAUD RINK Wednesday night, Frank Myers League, Tryon vs. Vocational School. Game time 8:15. Skate after.

Card Party Kensington High School Auditorium

Reports from the various organization leaders indicated a year of progress. Mrs. Townsend reported a very encouraging year in the W.A., in which the high light was the 50th anniversary of the organization. The Little Helpers, G.A. and J.A. leaders all

Condition Of Glenwood Man Is Reported Much Improved

Mr. Roy MacDonald, 60, of Glenwood, yesterday was recovering satisfactorily, and in much improved condition, following an emergency operation in Halifax late Monday evening.

This information was received by Dr. L. G. Dewar at O'Leary Hospital, where Mr. MacDonald was rushed to Summerville and transported in a mercy flight by the R. C. A. F. at 8:30 Monday evening.

When his condition became critical on Monday, his physician, Dr. L. G. Dewar, made arrangements with Dr. Harold Tucker, in Halifax, who performed the emergency operation on Mr. MacDonald at the Victoria General Hospital in that city.

St. Eleanors And Slemon Park Are Included In Mail Survey

The Summerville suburban areas, the village of St. Eleanors, and Slemon Park, are being included in a survey presently being made to ascertain if Summerville has enough calls to warrant the inauguration of a letter carrier service.

Post Office Department regulations are said to require a minimum of 2,500 calls before such a service can be provided to the area.

The survey is being conducted by Mr. F. A. Coyle, postal area superintendent, of Charlottetown, and Mr. D. Griffiths, letter carrier supervisor, of Saint John, N. B.

PERSONALS

Mrs. R. M. Carr of New London, is a patient in the Prince County Hospital.

The many friends of Mrs. Donald Sutherland, Carleton are sorry to hear she entered Prince County Hospital.

Percy Weeks, St. Eleanors, is spending the week-end in Moncton, N.B., guests of his daughter Miss Patricia Weeks.

Mrs. John MacDonald, Saint John, N.B., is spending several weeks in St. Eleanors, guest of her parents, Mr. and Mrs. Percy Weeks.

Friends of George E. Bishop will be sorry to learn that he has entered the Prince Edward Island Hospital for treatment.

Professional Cards

Chartered Accountants
 T. Earle Hickey & Co.
 Canadian Bank of Commerce Building
 Summerville, P.E.I. Phone 2235

Barrister
 George R. MacMahon, LL.B.
 185 Water St., Summerville (Also Kensington on Saturdays) Phone Summerville 3551

INSURANCE
 R. E. Ellis & Son Limited
 Fire - Auto - Casualty & Summer St. Summerville

Optometrist
 E. E. Parkman
 Opt. D. O. O.
 PHONE 3287
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B. F. Hunter, R.O.
 Summerville, P.E.I. Phone 3110
 SMALLMAN'S BUILDING

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 B.Sc., O.D.
 220 Water Street, Summerville
 Above Maurice Mill's Men's Wear.
 PHONE 3530

Photographers
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Alberton

Mr. and Mrs. Richard Jeffrey, Jr. and Miss Hardy of Alberton visited relatives in Summerville on Sunday.

Mr. and Mrs. Wendell Weeks, Alberton, were Sunday guests of Mr. and Mrs. Melvin Stewart, Freetown.

Mr. William Albert, Alberton, is a patient in the Western Hospital.

Mr. and Mrs. R.D. McKinnon, Mrs. Charles Barrett and Mr. J.H. Barrett, Alberton, have returned to their homes after spending a few days in Tracadie, N.B. where Mrs. Barrett's aged mother is seriously ill.

Mr. and Mrs. Arthur

CASCUMPEC

Mr. and Mrs. Brenton Hudson have returned to their home in Cascumpec having spent three weeks visiting their daughter and son-in-law, Mr. and Mrs. Murphy Rivers, Manitoba.

Mr. Firth MacNeil is busily engaged getting out lathe wood in West Devon.

Mr. and Mrs. Melvin Bridges and Mr. and Mrs. Vance Bridges, Summerville, were Sunday January 5th visitors to Cascumpec guests of Mr. and Mrs. Winfred Bridges.

Mr. and Mrs. Ira Dennis and three children, Harry, Wayne and Judy were guests of Mr. and Mrs.

Mrs. W. Wells Heads Alberton Ladies' Guild

The annual meeting of Alberton United Church Ladies' Guild was held at the home of the president, Mrs. Earle Atkinson. Opening worship was led by Miss Shirley McArthur. Minutes of the December meeting were read by the secretary, Miss Beth Waugh, and approved.

The treasurer, Mrs. Vernon Hudson, presented a very satisfactory financial statement for the year. The friendship secretary, Miss Shirley McArthur, reported thirty six cards sent during the year.

A review of the year's work was given by the secretary, Miss Waugh. The retiring president, Mrs. Atkinson expressed to the members her appreciation of their splendid co-operation and asked for their loyal support for the new officers.

OFFICERS

Mrs. Arthur Wilkie, chairman of the nominating committee, presented her report and the following officers were elected for the coming year: President, Mrs. Walter Wells, Vice-President, Mrs. Wesley Hardy, Secretary, Mrs. Cecil Hurt, Treasurer, Mrs. Roy Leard, Friendship Secretary, Miss Shirley McArthur.

Mrs. Roy Leard invited the members to her home for the next meeting Mrs. Keir Fraser will lead the devotional period. Mrs. Earle Atkinson will have charge of the program. Mrs. Harvey Hutt and Miss Shirley McArthur will provide refreshments. The meeting closed with the Mizpah benediction.

Dainty refreshments were served by the hostess, assisted by Mrs. Erskine Campbell and Miss Beth Waugh.

Harry MacNevin, Brae, Wednesday January 8th.

Mrs. Basil Battenfield (Eunice MacNaught) has returned to her duties as teacher of Cascumpec School after the holidays.

Mr. and Mrs. Herbie Dennis and daughter Phyllis, O'Leary, were Sunday January 5th, visitors to the home of Mr. and Mrs. Ira Dennis.

The many friends of Mr. William MacLeod are sorry to learn he is on the sick list. All join in wishing him a speedy get well.

Miss Doris MacNevin has returned to her duties as teacher of West Devon school after the holidays.

Mr. and Mrs. James Thomas and daughter Rhonda were recent visitors to the home of Mr. and Mrs. Erskine Clark, Alberton. C.U.

Christened With Water From Ancestral Well

Mr. and Mrs. Lucas Allen of Summerville returned home on Monday after spending the weekend in Halifax where they attended the Christening of their first grand daughter, child of Dr. and Mrs. Stewart Love. Present also for the occasion were the grandparents of Dr. Love. A unique feature of the Christening was the fact that the water used in the ceremony came from a well on the property of the child's great grand parents in Scotland.

Mrs. Love is a grand daughter of Mr. and Mrs. Allen and a daughter of Mr. and Mrs. Fraser Ross of Halifax.

The ceremony took place in St. Andrew's Church and the officiating clergyman was the Rev. Mr. Anderson.

Mr. and Mrs. Allen were accompanied on the trip by Robert Palmer who visited Mrs. Palmer, Public Health Nurse, now in Halifax taking a special course in nursing.

Capitol SUMMERSIDE TONIGHT (WED.) 7:15 - 9:10 THURSDAY 3:30 - 7:15 - 9:10

"Decision Against Time"

Starring Jack Hawkins. Nerve tingling adventure

Miracle Cushion Holds False Teeth Tight

Eases Sore Gums

Snug brand Denture Cushions are a triumph of science, a sensational new plastic resin that gets rid of the annoyance and irritation of loose, badly fitting false teeth. Snug eases sore, irritated gums due to loose fitting dentures. Applied in a few minutes, makes the wobbling plates stay firmly in place — gives perfect comfort. Eat anything — talk, laugh — plates "stay put". Harmless to gums or dentures.

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G. T. FULFORD Co., Ltd., Brockville, Ont.

Beta Hi-Y Plans Billets For P. E. I. Meeting

The regular meeting of the Beta Hi-Y was held Monday, Jan. 21st at the Y-Centre with Marjorie Shanks presiding.

The meeting opened with the Hi-Y ritual followed by the devotional period led by Fay Harris. The theme for this week was "Christian Standards in Recreation."

Minutes of the last meeting were read and approved and the treasurer gave her report.

Plans for Christian Youth week were discussed and also the membership of billets that the club could accommodate during the Island conference.

The president then thanked the club for their co-operation in making our coat hanger project a success and gave further enlargement.

It was decided that the program next week would include a Chinese auction.

The business meeting was adjourned. Guest speaker for the evening was Mrs. John Ellis who spoke on physical education. The meeting closed with the Hi-Y hymn.

Congratulations of the group was expressed to Sterling and Jean MacRae for their fine showing as the highest average producers during the test period reviewed for 1957 as released by the Ayrshire Breeders Association of Canada.

All agreed that the invitation from Summerville Squaredancers would have to be declined for the forth coming Saturday night, but would be pleased to accept their kind invitation for some future date.

Treasurer reported \$130 on hand. Mrs. Ralph Dickieson submitted information regarding Salk Vaccine which is now available at Dr. Jan MacMillan's for a nominal charge of \$2.00.

Ways and Means Committee asked the directors to meet with them to formulate plans for the concert.

Several games and a contest were enjoyed by all. A delicious buffet supper was served.

Mothers Special

FREE Generous jar of Rub with new, large, economy size Cough Syrup 98¢

Kidies just love the wild cherry flavor... and it soothes, relieves so fast.

JACK and JILL THE CHILDREN'S OWN COUGH SYRUP With Vitamin C TWO BUCKLEY PRODUCTS

Sweetest-eating peaches this side of the orchard!

AYLMER Canadian PEACHES

Golden peach halves, tree-ripened to luscious perfection!

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