

# Optimistic Forecast Of Dominion's 1956 Economy

By FORBES RHUDE

Canadian Press Business Editor  
The coming year promises to be as big a one for Canada as was record-breaking 1955.

In fact, an accelerating pace at year-end indicates it may be bigger.

Only sheer inability of present population and facilities to handle much more than they are now handling seems to set a limit.

Only a substantial drop in world economic activity could set the year back seriously in Canada, could make it a bad one.

**FULL SPEED AHEAD**  
All the things that drove 1955 ahead promise to continue to operate at full throttle.

Forest industries are expanding and demand for wood fibre in its many forms is growing. Announcements of new mining developments tumble over one another almost day to day. Oil and natural gas continue dynamic.

Agricultural income, down in recent years, appears to have not reached a current bottom. Fisheries, down slightly this year, should at least hold their ground.

Construction promises to advance as fast as the supply of materials will allow. At year-end people were still buying at the pace which made 1955 a record year in retail sales. Their buying reflected, for the most part, the filling of needs for homes and families rather than extravagance.

Given continued good employment their incomes will be up and their buying power strong.

Population will continue to grow.

**EXPORTS BIG FACTOR**  
Increase in exports—particularly the sale of forest and mine products—was the outstanding impetus in making 1955 a record year for Canada.

The increase resulted from prosperity in the United States and western Europe and general increase in world trade. It pointed up dramatically Canada's stake in a continued and spreading world prosperity.

A year such as 1955 in Canada's present stage of development can scarcely be envisaged if other countries cannot buy her products in large volume. Indications are, however, that they will continue to buy.

Increasing exports, increasing population and increasing income

also mean increase in Canadian manufacturing.  
Shadows on the bright new year include:  
The pace of the boom. Will it develop weaknesses in the late year? Will it continue in the United States? Periodical readjustments seem inevitable even in long-term prosperity. The year 1954 was such a readjustment.

**FARM SURPLUSES**  
Agricultural surpluses, particularly wheat, The outlook for wheat export looks not much different from 1955. One assurance is the quality of Canada's wheat. One uncertainty is what the United States may do. The year may see an approach to the end of the crisis or it may see it become more acute. Whatever the future, it seems hardly likely that the farm economy will be allowed to collapse.

The danger of inflation. So far prices have remained stable but higher costs and a little more boom could start them upward. Most goods seem in ample supply, however, and competition is a strongly-restraining influence.

Steel and cement scarcities. These, unless national expansion takes fresh bounds, should be approaching equilibrium. Both industries are expanding.

Problems of some manufacturing industries resulting from foreign competition in the Canadian market. They feel they suffer from inequitable competition.

The size of Canada's adverse trade balance with the United States. Some think this makes Canada too dependent on the United States. Others see it as a logical development of the North American economy. Probably everyone would be glad to see Canadian exports spread around more.

**MANY NEW PROJECTS**  
Whatever the problems or the perils there is no let up in the stream of announcements of new projects. Capital expenditures are estimated at around \$6,000,000,000 in 1955 and should be no less and probably more in 1956.

A \$142,000,000 natural gas pipeline is being built from the Peace River area to the west coast. The proposed \$350,000,000 natural gas pipeline from Alberta to eastern Canada may pass its final hurdles. In addition, oil and gas industries probably will continue their \$400-

000,000 yearly pace of expansion expenditures.  
Uranium is creating a new source of wealth. Ontario and Saskatchewan uranium companies to date have government contracts for \$556,915,000 by 1962. Production in 1955 was already \$48,000,000.  
The St. Lawrence seaway and power development and other huge power developments across Canada are spending hundreds of millions of dollars. So are the forestry and mining industries.  
Radar and warning lines across the North are costing \$420,000,000.

**REGIONAL SURVEY**  
Here are a few other projects reported from across Canada:

British Columbia: The pulp and paper industry, which spent \$141,000,000 in the last five years, plans to spend another \$250,000,000. The Peace River-coast gas pipeline is expected to mean additional expenditures of \$135,000,000 on attendant facilities, including distribution lines. Probius-Ventures plans to spend \$50,000,000 on a power-metallurgical development in the province's northwest and may ultimately spend \$700,000,000. Aluminum Company of Canada continues huge expenditures at Kitimat and Kemano. Hooker Electrochemical is building an \$11,000,000 plant at north Vancouver.

The provincial government is spending \$60,000,000 on the Pacific Great Eastern Railway. British Columbia Electric Company will spend \$75,000,000 on 1955 expansion.

Alberta: Northwest Pulp and Paper Ltd., has a \$30,000,000 pulp plant underway at Hinton. The Alberta Gas Trunk Line, a gathering system for the proposed Trans-Canada pipe line, plans to spend \$55,000,000. Northwest Nitro Chemicals Ltd., plans a \$17,000,000 expenditure at Medicine Hat. Edmonton Steel Fabricators plans a \$3,500,000 pipe mill. The \$3,500,000 Edmonton city hall is underway.

Saskatchewan: Potash Company of America is nearing production of a \$,000-foot shaft costing \$3,000,000 at Patience lake, near Saskatchewan, and plans a \$10,000,000 refinery. Spring construction is planned for an \$8,000,000 cement plant by Saskatchewan Cement Corporation and a \$3,000,000 Hoehs Werke steel pipe plant—both at Regina.

**MANITOBA PROJECTS**  
Manitoba: Winnipeg's \$15,900,000 post office will be finished in 1957. Canada Cement Company plans to add \$3,000,000 to a recently-com-

pleted \$10,000,000 expansion program. Simpsons-Sears plans a \$5,000,000 Winnipeg shopping centre. A 1,500-unit housing development in West Kildonan will cost about \$16,000,000.

Ontario: Steel Company of Canada at Hamilton is spending \$100,000,000 on expansion and Dominion Foundries and Steel, also at Hamilton, \$27,000,000. Mannequin Tube Company is completing a \$25,000,000 pipe plant at Seal's Bay. Marie International Nickel will bring into operation a \$19,000,000 plant for iron-ore extraction at Copper Cliff, near Sudbury. St. Lawrence Cement Company is building a \$27,000,000 cement plant near Toronto. Virtually all of Ontario's cities have large building projects.

Quebec: British Aluminum Company plans a \$130,000,000 aluminum plant at Bale Comeau. A Canadian Titanium Pigments plant at Varrennes will cost nearly \$15,000,000. Quebec Hydro Commission is finishing its \$225,000,000 power development at Bersimis, plans a section costing \$23,000,000 at various points. Two chemical plants costing \$6,000,000 are planned at Valleyfield.

In Montreal a Nua's Island bridge will cost \$25,000,000. A Canadian National Railways Hotel, now building, is costing \$20,000,000. A slum clearance and re-housing project is estimated at \$24,000,000.

New Brunswick: The Beechwood hydro project, now under way, will cost \$29,000,000 by the end of 1957 and plans call for \$45,000,000 to \$50,000,000 by 1960. The Canadian Army's Camp Gagetown is costing a minimum of \$50,000,000. Mineral developments will range into many millions of dollars with a \$125,000,000 metallurgical and chemical industry a possibility.  
Nova Scotia: Imperial Oil's refinery at Imperial is costing \$30,000,000. Various extensions underway at Halifax include ocean terminals \$3,000,000; Shearwater naval station \$3,000,000; airport \$7,000,000.  
Prince Edward Island: Gulf of St. Lawrence fisheries are being extended. Increasing population in Canada and the United States is expected to mean better markets for farm products. Imperial Oil is conducting an oil search.  
Newfoundland: Copper deposits are being developed at Tilt Cove and Gull Lake. Canadian Javelin's railway from Wabush lake iron-

## Traffic Deaths In U.S. Highest In Many Years

CHICAGO (AP)—The National Safety Council today estimated the 1955 United States traffic death toll at 38,500—the highest in 14 years.

The estimate came as many states took emergency action to hold down the frightening toll over the next three days—a New Year's holiday which safety officials fear will set another record for deaths on the highways. The record year's high was 1941's 39,969 deaths.

The council based its estimate on a projection of reports of 34,690 Americans killed in traffic in the first 11 months of the year.

The safety council figures that delayed reports, deaths through New Year's Eve and deaths later from injuries suffered late this year will bring the over-all total for the year to 38,500. An actual count probably will be available in another month.

**LESS IN WAR**  
The figure would top last year's safety council figure of 36,000 deaths and is some 5,000 more than the 33,417 U.S. soldiers, sailors, marines and airmen killed in the 37 months of the Korean war.

Last weekend—termed "Black Christmas"—by safety experts—emphasized the mounting highway tolls and caused many states to order stringent enforcement of laws for the New Year's week end. A record for any holiday in history—629 Americans—died outright in Christmas accidents. More than 30 others died in the following three days of injuries suffered over Christmas.

The safety council predicts that 420 will die in the three-day New Year's weekend, which would be a record for a New Year's holiday period. The greatest previous toll was 407 over the four-day 1952-53 holiday.

Arizona, Illinois, Michigan and Wisconsin have ordered out the National Guard (militia) to help cope with the New Year's throb. The National Guardsmen will tip state police patrol highways.

Texas, scene of Christmas' heaviest casualties—53 traffic deaths—ordered highway patrolmen to make an arrest "in every moving traffic violation from now until Jan. 2."

**\$50,000 BLAZE**  
SHIPPEGAN, N. B. (CP)—Fire Sunday at Inkerman, eight miles south of Shippegan, destroyed Ernest Richard's general store and the home of Ernest Williams, causing loss estimated at \$50,000. Mrs. Williams, a brother and her three children were forced into sub-zero weather. Her husband was away.

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## W.C.T.U. NOTES

In our fast-moving age alcohol is an insidious Saboteur of the brain, says Laurence A. Senseman, M.D., Director, Fuller Memorial Hospital and Sanitarium; Chairman, Commission of Alcoholism, State of Rhode Island.

The highest centers of the brain are the most vulnerable to the toxic or depressant effects of alcohol, the most sensitive to the process of dulling the mind, of weakening self-control, of distorting sense or proportion, and of developing self-deception as to performance and abilities.

Alcohol makes a person feel free and without inhibitions; he may take unusual personal and social liberties, talk long and without much thought content. He has a feeling that he is superior to others; he has no realization of his own limitations.

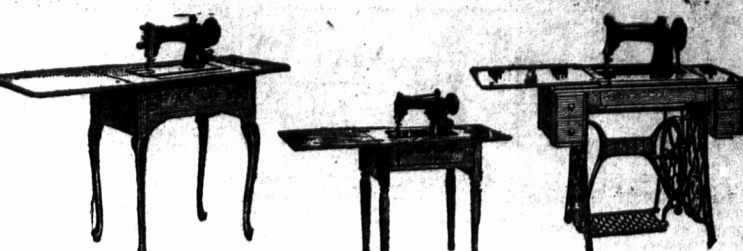
In this fast-moving age of ours a person must have complete and constant control of his senses and reflexes. When he is mildly intoxicated; a few drinks will adversely affect his visual ability, his hearing acuity, and his touch perceptions as his reflexes are slowed up. In spite of all this, the drinker thinks he is in complete mastery of himself and his faculties—an extremely dangerous deception.

It is commonly thought, even by many intelligent persons, that beer, wine, and ale are harmless because they contain a lower percentage of alcohol than does hard liquor. This is a delusion.

Beer can be as harmful as the hardest liquor as far as damage to the central nervous system is concerned. It does require a greater quantity of beer to give the same amount of alcohol as there is in whiskey. In the alcohol clinic operated by the State of Rhode Island, 60 per cent of those admitted are beer drinkers.

It is therefore evident that alcohol, in any quantity or in any type of drink, is harmful to the central nervous system of man, striking at the power of reason, judgment and intelligence—the very focus of that which makes a man what he is.

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