

High Canadian Spending Reflects Growing Economy

By FORBES RHUDE
Canadian Press Business Editor

Canadians in 1955 shopped as never before. They spent close to \$13,000,000,000 to buy food and clothing, to furnish their homes, to buy automobiles in their drive to provide sports and recreation for leisure hours. The buying accelerated as the year advanced and was topped off by a record Christmas trade.

FACTS EXPANSION

The whopping figures could scarcely be called a buying spree or spree. Rather, they reflected higher incomes and expansion throughout most of the year and was a continuation of the buying of recent years.

They reflected such things as the building of 125,000 new homes for the year, at least some furnishings for the hundreds of thousands of other homes built in recent years; and the birth of over 1,000,000 children and the increasing need of hundreds of thousands of other children in a bigger population.

Year-end and all the expansion which made 1955 Canada's best year were at full throttle. Forecasts anticipated that buying would be as big or bigger in 1956.

Even if some slow-down should develop in the over-all economy, incomes will remain high and it seems unlikely that purchases would slip dangerously. In 1954, for instance, when a slow-down in some parts of the economy, people continued to buy and were credited with averting a more serious recession.

NOTABLE INCREASE

Late-year figures indicated total retail sales for the year of around \$12,600,000,000 — about \$700,000,000 more than in 1954 and \$500,000,000 more than in 1953.

Christmas buying, however, may be the total higher when all figures are in.

Prairie sales reflected reduced

farm income of recent years but sales in the later months yielded increases on the year.

Saskatchewan's sales were down 1.7 per cent in the 10 months January-October, but this arose from substantial decreases in the January-July period. They were up in August 9.1 per cent, in September 12.1 and in October 7.2.

The January-October detailed figures, the latest available, plus the fact that the buying pace was increasing at year-end, indicated the cross-country picture.

Total retail trade across Canada in the 10 months was \$10,379,000,000 compared with \$9,803,000,000 in 1954 and \$9,952,000,000 in 1953.

REGIONAL STATISTICS

The figures by areas in the same period, with 1954 and 1953 figures in brackets, were, in millions of dollars:

Atlantic provinces 893 (833; 834); Quebec 2,374 (2,272; 2,253); Ontario 4,013 (3,752; 3,780); Manitoba 561 (517; 556); Saskatchewan 623 (634; 707); Alberta 804 (778; 812); British Columbia 1,111 (1,015; 1,010).

In November department stores reported the following percentage increases:

All Canada 12.5; Atlantic provinces 9.5; Quebec 10.8; Ontario 12.9; Manitoba 6.4; Saskatchewan 15.4; Alberta 18.5; British Columbia 13.9.

Automobile sales—including new and used cars, parts and other automotive items—accounted for about 20 per cent of all sales in the 10-month period, or more than \$2,000,000,000. This reflected new passenger car output in the 11 months, January - November, of 351,011 units compared with 259,465 in the same period of 1954.

EARLY FEATURES

Durable goods, including appliances and furnishings, were favored, especially of the early months, but as the year progressed buying extended pretty well across the board.

Television sets had "a terrific year" to use the words of one big retail executive—575,639 sets valued at \$174,492,194 in 10 months compared with 436,701 sets valued at \$151,690,768 in the same

period of 1954.

Instalment buying increased. At June 30, the latest figure available, consumer credit totalled \$2,098,000,000, up \$208,000,000 in a year. Nearly half of the total was for automobiles.

Some concern was expressed that customers might be pledging too much of their future income and that the buying pace, if continued, might result in scarcities and inflation. The Bank of Montreal commented:

"If there is any danger for the coming year it is that the aggregate demand for Canadian goods and services may be temporarily too great for the country to provide and may be balanced with supply only through rising prices."

RETAILER'S VIEW

One leading retail executive commented, however:

"I am not a bit concerned about the current level of consumer credit. It is well related to personal disposable income. Stores do considerable screening of those to whom they grant credit and, on the whole, people are pretty sensible. When they feel they are over-extending themselves they call a halt."

Federal monetary authorities watched the situation closely and took various steps to make credit a little harder to get.

If real inflation signs should develop, further restraining measures may be expected—perhaps a return to credit controls on retail purchases if the situation seems to be getting out of hand.

BRISTOL

Mrs. Justin Larkin, who has been in poor health for some time has entered the Charlottetown Hospital for treatment.

Friends of Mr. Edward Rossiter will be sorry to learn he has been forced to enter the Charlottetown Hospital for treatment and a complete rest for a heart condition.

We are all sorry to learn that Mrs. Vincent MacGrath had the misfortune to fall on the slippery street while spending a couple of days in Charlottetown, last week and was removed to the Charlottetown Hospital.

Mr. Patrick Mullin is a patient in the Charlottetown Hospital.



DR. J. ELMER MacPHEE

Souris Dentist Opens Office

A Souris dentist, Dr. J. Elmer MacPhee opened an office in Souris this week for the practice of dentistry.

A son of Mr. and Mrs. Peter MacPhee of Souris, Dr. MacPhee is a graduate of Saint Dunstan's University and McGill University. He received his Bachelor of Science Degree from S.D.U. in 1951 and his degree in dentistry from McGill last year.

Before opening his office at Souris Dr. MacPhee worked with the Department of Health in Prince Edward Island and also practiced his profession for a time at Ottawa, Ontario and Magog, Quebec.

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Miss Teresa O'Brien, who has been here from the city for two weeks guest of her young friend, Miss Joan Sinnott, returns to her home in this city later this week to resume her studies at N. D.A.

Mrs. Mary MacDonnell, was here from the city Tuesday evening to attend a social get together. Old friends here of Mr. and Mrs. George Keeffe city regret to learn of the passing of Mr. Keeffe on Monday. Mrs. Keeffe was a former Bristol girl.

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to death four members of the Fadayan Islam, a fanatical Moslem organization, for plotting to overthrow the government. A total of 5 leaders of the sect, which opposes Western influences, were detained during investigations into an unsuccessful attempt last November on the life of Hussein Ala.

Canadians Vie To See Trooping Of The Colours

LONDON (CP)—For the second year in a row, Canada House will hold a "Royal Lottery" to determine what visiting Canadians will receive tickets to Britain's trooping-the-colors ceremony.

The "trooping" has become the greatest single magnet for Canadian tourists, so many applied for tickets last summer—about 100 bids for each available seat—that Canada House decided to leave it to the luck of the draw. The same method will be used this year.

Only exceptions to the ballot will be a few prominent veterans, aged persons and disabled veterans.

"The position is simply that the demand has increased far beyond the limited number of seats allocated to us by the Commonwealth relations office," said Ellie McLoughlin, social secretary at Canada House. "Many more Canadians are coming abroad these days, many of them take back color films of the trooping, and the demand grows."

Applications should be made in advance, Miss McLoughlin says, but not before March 1. Experience has shown that persons who apply before that date later change their minds.

There is a nominal charge for tickets, which entitle the holder to a seat in the stands. There is nothing to prevent visitors attending without a ticket—but they don't get a seat and they should get there early.

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HOLD YORK RITES
YORK, England (AP)—Simple funeral services were held at York on Wednesday for Dr. Cyril Garbett, 80-year-old archbishop of York, who died Saturday. The Princess Royal, aunt of Queen Elizabeth, represented the Royal Family, and 24 bishops, headed by the archbishop of Canterbury, attended the last rites for the Anglican church's second ranking prelate.

White Foods Sale

Load up is right—for here are SUPER SAVINGS in those wonderful white foods you enjoy so much at every meal! Yes—the fine foods that are white in color are sale-priced way down low to give you the top values in good eating. So, shop at CO-OP SUPER MARKET and get a load of these WHITE FOODS SALE BARGAINS!

Get a LOAD of these SAVINGS

POTATOES	NO. 1 COBBLERS 75 LB. BAG	1.19
RICE	FINE QUALITY MAKE A PUDDING 2 LBS.	33c
QUICK OATS	ROBIN HOOD 5 LB. BAG	53c
MUSHROOMS	STAFFORD WHOLE — 10 OZ.	39c
MILK	TALL TINS PERFECTION 6 TINS	79c
SUGAR	WHITE GRANULATED 10 LB. BAG	79c
HONEY	1 LB. TIN WHITE	53c
WHITE BEANS	2 LBS. FOR	29c
PALMOLIVE SOAP	3 FOR	25c
FANCY COOKIES	PER L.B.	33c
CRABAPPLE JELLY	16 OZ. JAR	19c
KIPPERED SNACKS	2 TINS	19c
SHORTENING	1 LB. PRINT SNOWFLAKE	25c
TOILET TISSUE	BLUE BIRD 2 FOR	23c
CO-OP BREAD	WHITE SLICED	16c
SHINOLA WAX	1 LB. TINS	39c
COFFEE	RED ROSE including 5c Off	1.09
SERVIENTTES	CASHMERE PKG. OF 70	17c
EGGS	GRADE "A" LARGE SIZE DOZ. IN CARTON	53c

PRODUCERS CO-OPERATIVE EGG GRADING STATION NOW RECEIVING EGGS AT 58 FITZROY, BEHIND TELEPHONE CO.

EXTRA! NEWS COMEDY — SERIAL
Matinee 3:00
Evening 5 - 7 - 9

Eastern Guardian

MONTHLY MEETING, King's County Hospital Auxiliary, Nurses Residence, Montague, Friday afternoon at 3 o'clock.

MONTAGUE Week of Prayer services tonight in United Church, 8:00 p.m. Speaker Rev. D. A. Campbell.

FREE PANTS SALE, January 3 to January 16. Both lines—Tip Top Tailors and W.R. Johnston's. Your choice of 800 samples. Save from \$18.00 to \$22.00 on your suit now. A. F. Campbell, Montague.

COURT CASES — At magistrate's court at Georgetown yesterday before Stipendiary Magistrate Gilbert A. Gaudet, a party from St. Mary's Road was fined \$20.00 and costs for being intoxicated in a public place. A party from Sturgeson for possession of illicit spirits was fined \$25.00 and costs. For having possession of liquor without a permit a resident of 48 Road was fined \$20.00 and costs. The case of a resident of Murray River charged with common assault was adjourned for two weeks following the hearing of the Crown evidence.

GUILD MEETING — The January meeting of the Presbyterian Young Women's Guild, Montague, was held at the home of Mrs. Elsie Waterworth Monday evening, following the week of prayer service. There were thirteen members present. The president, Mrs. John MacKenzie, presided and the meeting opened with the hymn "Come Let Us Sing Of A Wonderful Love". The scripture lesson was read by Mrs. Claude Nicholson followed by prayer by Mrs. Waterworth. The minutes of the last meeting were read by the secretary, Mrs. George McCannell, and were approved as read. The correspondence was read by the secretary and discussed, followed by the financial report by the treasurer. A number of business matters were discussed and the meeting closed with the hymn "Guide Me, O Thou Great Jehovah" and a benediction. A social hour was held at the close of the meeting and lunch was served by the hostess assisted by Mrs. Nicholson and Mrs. Lorne Johnston.

Prayer Services At Montague

The first meeting of the week of prayer services in Montague was held in the Church of Christ Monday evening and was conducted by the minister of the church, Rev. Kenneth Norris. The guest speaker was Rev. A.M. Rogerson, pastor of the Baptist Church. He chose for his text Hebrews 12-1, "whereof we are also compassed about with so great a cloud of witnesses, let us lay aside every weight, and the sin which doth so easily beset us, and let us run with patience the race that is set before us".

The scripture lesson was read by Rev. D.A. Campbell, and Rev. J.M. Fraser led in prayer. A vocal solo, "Stranger of Galilee" was beautifully rendered by Mrs. Ralph Beck. Miss Peggy Beck was organist and the hymns sung were "Day Is Dying in the West", "Praise Him, Praise Him", "Tis the Blessed Hour of Prayer" and "Softly Now the Light of Day". Rev. A.M. Rogerson presided at the second meeting in the week of prayer services in Montague. The service was held in the Baptist Church and the guest speaker was Rev. J.M. Fraser, minister of the United Church. He chose as his text John 14-6, "I am the Way, the Truth and the Life". The scripture lesson was read by Rev. D.A. Campbell who also led in prayer. Miss Clemmie MacLean was organist and special music by the choir included a duet "Beautiful Saviour" by Mrs. Arnold Wightman and Mrs. Douglas Coffin, and offertory hymn was "Tell It To Jesus". The hymns were "The Church's One Foundation", "We have an Anchor" and "Blest Be the Tie that Binds". The benediction was pronounced by Mr. Stanley Streight.

Curling Today At Montague

Curling schedule at Montague rink today:

7 P. M.
East ice — J. S. DesRoches vs J. A. MacLean vs R. MacLean vs R. Beck.
9 P. M.
Ladies Club trophy competition. East ice — L. Sinclair, I. Hickox, F. Marshall, E. Hickox vs A. MacGregor, M. Sullivan, P. Reid, L. MacDonnell.
West ice — E. MacDonald, M. Poole, A. Wannamaker, M. Balsev, vs C. Stewart, E. Clay, A. Prosper, H. Clair.
Spare — V. MacDonald, B. McGowan.

DOOM TERRORISTS
TEHRAN (Reuters)—An Iranian army court Wednesday sentenced

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- * MUSKRAT BACK COATS from \$289
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- * DROPPED MUSKRATS (Dyed) ... from \$495
- * BROWN DYED ALASKA SEALS .. from \$675
- * SHEARED BEAVER COATS from \$550
- * NATURAL GREY LAMB COATS .. from \$569
- * SHEARED RACCOON COATS .. from \$495
- * CHINA MINK COATS (Dyed) ... from \$539
- * FUR JACKETS & CAPES from \$ 99



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MIDNIGHT THRILLER!
FRIDAY AT 11:30 — CAPITOL

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FRIDAY UNTIL 9.30 P.M.
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24 LB. BAG 1.59

5c OFF REG. PRICE
YOU PAY ONLY ... 37c

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BLUE BRAND BEEF

ROUND STEAK	BLUE BRAND. LB.	69c	LAMB'S LIVER	FOR A CHANGE. LB.	29c
SIRLOIN STEAK	BLUE BRAND. LB.	75c	VEAL ROASTS	ROLLED BONELESS. LB.	49c
T-BONE STEAK	BLUE BRAND. LB.	75c	DUCKS	LONG ISLAND Delicious - Tasty. LB.	49c
SHOULDER ROASTS	BLUE BRAND BLADE OUT. LB.	59	CHICKENS	GOVERNMENT GRADE "A". LB.	49c
HAMBURG	BLUE BRAND BEEF. LB.	39c	HADDOCK FILLETS	LB.	33c

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