

# Christmas Shoppers Go For TV Sets, Tools And Clothes

By The Canadian Press  
This year's common Christmas scene in Canada will show father busy fixing things in the basement while the rest of the family clusters around a sparkling new television set, many of them wearing bright new sweaters and shirts.

In record numbers this year's Christmas shoppers are snapping up do-it-yourself tools for dad, TV sets for the family and useful but attractive clothes for friends and relatives.

A Canadian Press Christmas shopping survey in major cities indicates sales as good as last year in regions and better in several. Volume is up too.

Ontario and British Columbia both report one of the best shopping years since the Second World War. Business is better in the Maritimes about the same as last year in Quebec and ranges from a slight drop to about the same as last year on the Prairie.

SHOPPING LATER  
Retailers say shoppers are shopping later this year, buying with greater caution and concentrating on more useful gifts than in the past. The result has been an increasing emphasis on salesmanship and advertising.

Jobs and business conditions are linked closely with shopping trends. Halifax reports extra work for lumbermen and fishermen and longshore men reflected in Maritime stores.

British goods are in demand in most sections of Canada, although several regions report a short supply as a result of the November and December dock strike. Especially popular are the traditional British woollens and fine china.

BRISK TV DEMAND  
The scheduled Dec. 20 opening of TV station CBIT in Halifax has brought brisk demand for TV sets in that city.

Here's the picture in brief in the east:

The Maritimes: Volume up, sales up. Clothing, cosmetics and jewelry most popular. British goods scarce. Stores crowded but shopping later this year.

Quebec: Volume up with a trend to less expensive gifts. Good sales reported of TV sets, men's sport shirts, electric razors, gloves and scarves and lingerie for women. Crowds smaller with an increasing in telephone ordering.

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# New President Montague Branch Canadian Legion

Judge J. S. DesRoches (above), who was elected president of the Montague branch of the Canadian Legion at the annual meeting held in the Legion Hall Thursday night. Other officers include: first vice-president, Gerald Jaraine; second vice-president, John Clare; secretary, Eric Duvar.

The meeting was presided over by past-president, Comrade Eric MacKinnon. Following the reading of the minutes of the last annual meeting, the financial statement was presented by the secretary, Comrade Eric Duvar.

Comrade MacKinnon expressed his appreciation of the support which he received during his term of office from the executive and members of the branch.

Other committees formed are: Trustees—Eric MacKinnon, Doug McGowan, Rod Martin, Building—Cyril Johnston, Doug McGowan, David Hutchison. Membership—John Clare, George Ferguson, W. K. Smith. Entertainment—Eric MacKinnon, William Knox. Auditors—G. Jardine, Eric MacKinnon. Caretaker—Dave Hutchison. Rental—Cyril Johnston, A. F. Campbell. Ways and means—A. E. Sullivan, Albert Elsworth, Lloyd S. Sikes, Walter Beer, Welfare and sick—Cyril Johnston, Leslie MacDonald, Albert Elsworth. Sgt. at arms—Rod Martin.

At the conclusion of the evening a social hour was enjoyed, after which the meeting adjourned.

Continued from page 1

# Constant Pressure

them to cut. I am glad I didn't now.

TALK TO YOURSELF  
"You just talk to yourself, stare at the wall and find pictures appearing on the wall and all sorts of amazing things happen to you."

"I used to stop and shake my head a few times—criticize myself and talk to myself and try to keep my courage up and tell myself I could beat these fellows."

Looking straight ahead, MacKenzie added in an even voice: "I was wrong."

A reporter asked: "Did you feel that by signing the statement you had given in to them?"

"Yes, certainly," replied the destroyer of 8½ enemy planes in the Second World War.

MacKenzie indicated that three American airmen held with him also signed statements and that they had been in solitary confinement far less time than he had.

The fighter ace appeared reluctant to talk about this point. He said:

"They had two to three months. I had a year and four months. I just don't want to go into how long they had, but there is a difference in times."

THEIR BUSINESS  
At another point he was asked if the Americans had been asked to sign statements.

"I cannot discuss that. That is entirely their own business."

Later during the press conference, MacKenzie said he was told by the Reds he would be taken out of solitary if he signed the statement. The Chinese described this as making his case "clear."

When he was allowed to join the three Americans, he found they already had been living together for some time.

"You had all made your cases clear," he was asked.

"You would assume that, yes," was the reply.

The three Americans held with MacKenzie—and still in prison—are Capt. Harold Fischer, Swea City, Iowa; Lieut. Lyle Cameron, Lincoln, Neb.; and Lieut. Roland Parks, Omaha, Neb.

FOURTH FLIER  
A fourth American flier held by the Chinese is Lt. Col. Edwin Heller, Wynnewood, Pa. When MacKenzie left his prison near Mukden Nov. 27, Heller was still in hospital in Mukden.

MacKenzie said he had left the three Americans in "very good" condition. He and they had been adequately fed.

U. S. authorities had known about the four imprisoned American airmen at least as long ago as

# Says Using Santa Claus As Threat Reveals Weakness

HOLYOKE, Mass. (AP)—Parents who use Santa Claus as a threat betray the fact that they can't give to others without strings attached to them.

That's how Dr. Willis Ploof, director of the mental health clinic here, feels about parents who say: "Santa isn't bringing you any toys because you're a bad boy."

This psychiatrist says the true symbol of Santa is "that of the unconditional giver; one who gives to every child and asks nothing in return."

He takes issue with distortions of Santa when St. Nick is used to exact obedience from a child.

A song like "Santa Claus Is Coming To Town" illustrates his statement when first asked, he replied:

"I would not have escaped it all, but I would have escaped a great deal of it if I had played ball. I would have just had the time it took me to write the thing they wanted and then I may have gone to a camp in North Korea. They indicated that to me."

If he had been in a North Korean prison camp, MacKenzie would probably have been released in the prisoner exchange which followed soon after the July 27, 1953, armistice.

NOT CIRCULATED  
MacKenzie said he didn't believe the statement was circulated or published in the Chinese press.

He was asked if the three Americans had been given any indication why they continued to be held.

"It was indicated to them that they would be released when American policy toward China was such that conditions were right."

MacKenzie said he was never told the Korean war had ended but learned the fact from other prisoners. After he had signed the false statement, he was able to write letters home and receive letters from his wife, Joyce.

The Communists had permitted him to send home snapshots in his letter.

SOLITARY CHRISTMAS  
The Canadian airman spent two Christmases in solitary. For Christmas dinner he was given a few extras besides the regular rice, bread and vegetables. The extras comprised shrimp, pork and a bottle of beer.

MacKenzie was told he would be released 1½ hours before a jeep took him to the railway station for the eight-day journey to Hong Kong.

"I almost fell off the chair—surprise, elation and a wonderful feeling all at once. I guess a few drops of water came into my eyes. He (the Chinese officer) shook hands with me and I thanked him very much."

SAME PLACE  
Ancient St. Petersburg in Russia was renamed Petrograd in 1914, and changed to Leningrad in 1924.

YORKTON, Sask. (CP)—Two three-year-old girls, Jacqueline and Helen Sanbach, were burned to death Thursday night when fire of unknown origin destroyed their farm home near Usherville, 100 miles south of here. Four other children, the oldest aged eight, escaped.

# The Guardian Page 5 Saturday, Dec. 18, 1954 Plan To Mark U. N. Birthday

UNITED NATIONS, N.Y. (CP)—The General Assembly wound up its ninth session Friday after voting unanimously to hold a short commemorative session in San Francisco next June to mark the UN's 10th birthday.

Communist China loomed large during the final hours of the assembly which at its opening decided to put off for this session consideration of Red China's demand to be seated.

Red China's Premier Chou En-lai chose this last day to reply to UN secretary-general Dag Hammarskjöld's request for a meeting to discuss the matter of the 11 American fliers jailed as spies in Red China.

The Soviet bloc lost a renewed attempt to have the assembly condemn the United States for acts of aggression against Red China.

On an amiable note, the assembly wound up discussion on questions relating to the colonial problems of Cyprus, Tunisia, Morocco.

Without any opposing vote, the assembly agreed not to consider further at this time demands for greater independence by inhabitants of those areas.

PISQUID  
"Mr. and Mrs. Floyd Jay were visitors in Charlottetown, Wednesday, December 8.

Mr. Guy Jay, spent the December 11, week-end at the home of his parents, Mr. and Mrs. Wendell Jay.

Her many friends will be pleased to learn that Miss Sally Leard is improving after an operation in the Prince Edward Island Hospital.

Mr. and Mrs. Earle MacDonald, Lorne Valley, were visitors in Pisquid East, Sunday, December 12, guests of Mrs. MacDonald's parents, Mr. and Mrs. George Jay.

Miss Juanita Jay, student at P. W. C. Charlottetown, spent the December 11 week-end with her parents, Mr. and Mrs. Edward Jay.

Mr. Robert Leard left during the week-end for Boston, Mass., with a load of Christmas trees.

Mr. and Mrs. Alton Jay and daughter, Gail, were visitors in Charlottetown, Monday, December 13.

The Misses Evelyn and Celia Woolridge, were visitors in Charlottetown, Monday, December 13.

# "C-I-L Singing Stars" Contestants—Sunday



Yoanda Di Paolo, coloratura soprano, and Norman Mittleman, baritone, both of Winnipeg, will be contestants Sunday, Dec. 19th on the nation-wide C-I-L Singing Stars of Tomorrow radio competition. Miss Di Paolo is now studying in New York and Mr. Mittleman in Philadelphia. The well-known Canadian writer and commentator Greg Clark is featured each week. The program is broadcast at 10 P.M. on Station CFCY.

Canadian Industries (1954) Limited.

## K & R CHRISTMAS SUGGESTIONS

Ladies' Shoes, Bedroom Slippers, Gent's Famous Ritchie Shoes, Fleece Lined Overshoes or Snow Boots.

158 Queen Street  
Formerly Brady Footwear

## BUYING

ROUGH PULPWOOD AT OUR YARD IN GEORGETOWN.

If wanting trucks to haul, please contact our buyer.

GORDON GOTEL, at Yard

TODAY ONLY — SHOWS 2:30 - 7 - 9

## "BORDER RIVER"

## PRINCE EDWARD

MONDAY — TUESDAY — WEDNESDAY

THE WORLD'S GREATEST STARS PRESENT

the music-and-love story  
the laughter-and-dance story  
the night you'll always remember!

# Tonight We Sing!

20th CENTURY FOX presents  
STARRING  
EZIO PINZA  
AS FEDOR CHALUPIN  
ROBERTA PETERS  
AS ESA VAIDINE  
TAMARA TOUMANOVA  
AS ANNA PAVLOVA  
ANNE BANCROFT  
AS TAMARA HURKOK  
ISAAC STERN  
AS EUGENE YSAIE  
BYRON PALMER  
AS GREGORY LAWRENCE  
DAVID WAYNE  
AS S. HURKOK  
and the VOICE of  
JAN PEECE

SPECIAL SHORTS

## Attention Cockshutt Customers

We are now situated on Fitzroy St. behind Palmer Electric Building and we are fully recovered from our recent fire.

We would like to take this opportunity to wish our many friends and customers a Very Merry Christmas and a Prosperous New Year.

Turner Farm Equipment  
Per: Ivan Turner

## PRE-CHRISTMAS SPECIALS

AT HOOLEY'S MEN'S WEAR, MONTAGUE

## Your Chance to Get That Special Gift At Reduced Prices

One Rack Men's and Boys' Station Wagon Coats, Surcoats, Bomber Jackets, etc. All with a heavy quilted lining and all REDUCED BY 25%.

Men's Dress Pants, reg to as high as 15.95, clearing in two groups, one at 7.95 and the other 3.99. You can't normally buy good overalls for this.

Men's Garters, Suspenders and Arm-band sets, reg. at 2.95, boxed for only 1.95. These make an excellent gift at small cost.

Men's assortment fine 1.50 and 2.00 Neckties, gift boxed for only 1.25

Another group sport shirts in heavy cotton flannel in smart plaids, etc., reg. at 4.95, now clearing complete with gift box for only \$4.50.

Group of men's Mufflers, which make an excellent gift, reg. to 2.95, clearing .99 cents.

Men's Sport Shirts, all wool, good value last year at 9.95, few only clearing at 7.95. An excellent gift.

Don't forget that the more purchases the bigger your chance of winning a \$50.00 prize to be drawn for on Christmas Eve. It is not necessary to be present when drawing takes place.

We are still clearing a group of men's Suits which were from 37.50 to 69.00. There are only five left and going at 19.95. Think of it, a new suit for 19.95.

Men's Chill Dodgers, excellent for anyone curling or out-doors a lot, reg. 14.95 now reduced to 12.95.

Men's White Curling Sweaters, extra fine quality at only 14.50.

We have the finest assortment of men's sweaters, Sox, sport shirts, dress gloves and many other items too numerous to mention on P. E. I. Be sure to call and see them before buying your Christmas gifts for the men in your family. It will pay you to shop at Hooley's. You may drive further but you can't buy better.

Use our lay-away plan. Small deposit will hold anything until Christmas.

## MAYFAIR THEATRE

MURRAY RIVER, DECEMBER 18th

SATURDAY

In Argentina a woman knows the

# WAY OF A GAUCHO

with RICHARD BOONE - HUGH MARLOWE - EYRETT SLOANE  
Produced by PHILIP DUNNE  
Associate Producer: JOSEPH C. BOHR  
Directed by JACQUES TOURNEUR  
Based on the Novel by HERBERT CHASE

Also — SHORTS  
Show Time 8 p.m. and 10 p.m.

# Christmas Shopping News

FOR HIM  
Ash Trays, Smokers, Carving Sets, Electric Drill Sets, etc.—all for Him.

FOR THE KIDDIES  
Toys, Trikes, Carts, Electric Trains, Mechanical Trains, Games, Sleighs, Chemistry Sets, Microscope Sets, Doll Carriages, Erector Sets.

FOR HER  
Cushions, Pillows, Bedspreads, Blankets, Telephone Desk Sets, Bridge Sets, etc.—all for Her.

A Small Deposit Will Hold Any Article in Our Store Until Christmas

## HILCHEY and VANIDERSTINE

MONTAGUE

"FOR THE HOME"  
Coffee Tables, Card Tables, End Tables, Occasional Chairs, Floor Lamps, Table Lamps, Electric Clocks, Electric Irons, Electric Kettles, Mirrors, etc.—all for the Home.

"MISCELLANEOUS"  
Inside and Outside Tree Light Sets and Extra Bulbs, Tree Stands and Decorations, Paper Wraps, Seals and Ribbon, etc.

Also watch our well stocked Grocery Department for Grocery Specials.