

Men Getting Little More Recognition As Shoppers

By FORBES RHUDE
Canadian Press Business Editor

Men are getting a little more recognition as shoppers. In the past there has been a tendency to regard them as dumb appendages of the "little woman," who—according to some weird, wonderful and misleading figures—was supposed to decide how 85 per cent of the family income was spent.

Among recent re-looks at the male shopper is one by Ernest J. Spence of Toronto, president of Canadian Food Products, Ltd., given at the "marketing and management" seminar held in Toronto Friday by the Toronto chapter of the American Marketing Association. He said:

"Self-service in stores has brought a great increase in family shopping and a far, far greater participation by men both in doing and influencing retail shopping. Perhaps it was significant that in a full day spent discussing selling, relatively little was said about either men or women, as such—but much was said about people.

The manner, for instance, in which people have bettered their standards of living in a very few years was pointed up dramatic-

ally. Charles W. Smith, New York marketing consultant, said: "In the last 10 years we in the United States have almost doubled the level of personal consumption. Yet it took over 200 years to reach the level achieved in 1947."

The situation in Canada undoubtedly is about the same. Prospects are that this process of more and more goods for more and more people will continue.

Professor Walter A. Thompson of the University of Western Ontario's school of business administration, stated:

"The total market is fantastically larger than many of us once contemplated."

However, though customers may be hungry for goods, companies are also hungry for customers and competition is razor-keen. One must not only have goods, but one must create a desire for them and a desire stronger than that for the many other things that are being offered.

To meet this situation, the marketing men at Friday's conference plumped for long-range market study beyond anything that has been customary in the past, and their arguments sounded unassail-

able. Mr. Smith said many companies still base their forward plans almost entirely on engineering, production or financial considerations but basic factors were making it increasingly difficult to operate that way.

WILLING TO TAKE CHANCES
Markets that once were stable and continuing, no longer could be taken for granted, for change had become the characteristic of the age.

Professor Thompson said the tempo of change in Canada has accelerated. Competition is willing to take chances. Foreign companies spend large amounts to break into the Canadian market and many are willing to gamble on Canada's 25-year growth.

Illustrating the amount of capital need today, W. O. Twails, executive vice-president, Imperial Oil Ltd., said:

"To provide one additional barrel per day of motor gasoline for sale to the motorist at the service station, the oil industry must invest in marketing, manufacturing and transportation facilities approximately \$5,000. This doesn't include the cost of discovering and producing crude oil."

Annual Meeting Of King's Co. Hospital Nursery Club Held

The regular and annual meeting of the Nursery Club of the King's County Hospital was held on Monday, January 7th, at the home of Mrs. Roy Gillis with an attendance of nine members.

The minutes of the last annual meeting and regular meeting were read and approved.

The financial report showed a satisfactory bank balance for the year ending 1956.

The nominating committee brought in the following slate of officers: president, Mrs. Horace Fraser; vice-president, Mrs. Leon Johnston; secretary-treasurer, Mrs. Vic Pepler; Mrs. Ivor Phillips, Mrs. John Trednick and Miss Florrie Beaton were appointed as members of the executive.

Mrs. Carl Stewart was re-appointed on the work committee; Miss Florrie Beaton, buying committee.

A Christmas greeting card was read from Mrs. Janet Baker, a former member of the club now living in Charlottetown.

An open discussion took place as to projects for raising funds in the coming year.

Mrs. Dan MacDonald reported that the cupboards which the club is building in the nursery in the hospital have been started.

Miss Florrie Beaton invited the members to hold their meeting at her home for January and February which was accepted.

The lunch committee for next week to be Mrs. Vic Pepler and Mrs. John Trednick.

Following the meeting, the hos-

tes served refreshments, assisted by the committee in charge.

Predicts Decline In Number Of Fishermen

OTTAWA (CP) — The domestic demand for fish will increase between now and 1980, says the Gordon commission on Canada's economic prospects, but the number of fishermen will decline. So will the number of centres in which the industry is based.

The commission said in its report to the government Thursday that fishing and fish processing now account for less than one per cent of the Canadian economy's total output and employ only one per cent of its labor force.

Its main recommendations for the industry's growth:

1. Negotiations to remove or reduce barriers to international trade in fish — necessary since two-thirds of the industry's production is exported.
2. Re-examination of Canada's doctrine on territorial waters, removing inconsistencies which in one area allow foreign vessels to fish closer to the coast than may Canadian vessels.
3. Greater capital investment, either from within the industry or through government assistance, enabling the industry to take advantage of technological developments.

"By 1980," says the report, "it is estimated that the total number of fishermen will drop by one-sixth."

"In spite of this anticipated decrease in employment total production by 1980 will probably have increased by some 60 per cent because of rising productivity. . . . Domestic demand will be strong, both because of population growth and because new methods of keeping fish fresh will increase its appeal."

"With strong market demand both in Canada and the United States and with rising productivity, incomes of those who remain in the fishing industry should be much higher by 1980 than they are today."

Present per-capita consumption

of fish in Canada was less than 10 per cent of that of meat, poultry and eggs taken together. But "with the anticipated growth in Canada's population total domestic demand will increase and this will probably be accompanied by some increase in per capita consumption."

Besides the U.S., Canada had important export markets in Europe and the Caribbean. Canada, because of her economic prospects and the outlook for alternative employment for displaced fishermen, should not use artificial aids, bounties, or exchange or trade barriers to protect her fishing industry.

TIMELY NOTES ON FUR TOPICS

Soviet Russia has recently adopted a number of laws aiming at protecting wild animals in order to increase its fur production. Among the newly protected animals are reindeer, ptarmigan and wolverine. This is in line with Soviet policy for the past quarter of a century of expanding production of fur-bearing animals in areas that had become depleted through indiscriminate killing. An outstanding example is sable, the most expensive fur in the world, which thirty years ago had been reduced to very small numbers but which now are reputed to be as numerous as they were in the 16th century when Russia invaded Siberia to gain this valuable crop. Other furs that have gained through conservation in Russia include mink, muskrat, squirrel, beaver, raccoon and marten. Furs now outrank coal in value as a Russian export.

The annual dinner and election of officers for 1957 of the Fur Trade Association of Canada (Quebec) Ltd., will be held at the Mount Royal Hotel on January 22nd.

SHARP EYE
The United States Federal Trade Commission keeps a wary eye on furriers who by false advertising make claims that are not correct in regard to furs. A recent instance of this is the summoning of a San Diego, Cal., furrier for a hearing before the Federal Trade Commission. He is accused of mislabelling and falsely advertising and invoicing fur products in violation of the Fur Products Labelling Act.

Twenty trophies were awarded at the annual Utah International Fur Show competition held at Murray, Utah, last week. It was a four-day show which attracted fur breeders from all parts of the United States including New York State. Some 789 mink were entered in 48 classes. It included all the latest types of mink being produced today, some of which are not yet on the market. Live, beautifully colored mink ranging from jet blacks through new mutations of blues, browns, light tans, pastels and others were displayed. Winners were awarded trophies made of Utah copper.

The people of Utah are remarkable in that anything they take up seriously they make a great success of. They seem to give their whole attention to it and their principles and practices are in accord with the highest standings of integrity. From heresy and reading fur magazines we have become quite familiar with a lot of the breeders there and would say that they are among the best in the world.

An evidence of the increased production of mutation mink are the quantities that will be offered on the EMBA sale by the New York Auction Company January 14 to 18. This is a partial list: Dressed, 75,000 autumn haze; 2,000 autumn haze homos; 12,000 desert gold; 14,000 lutetia; 14,000 jamine; 34,000 cerulean; 2,000 azurine; 7,000 diadem and 15,000 argenta. In addition the following raw skins will be offered: 47,000 autumn haze; 1,000 desert gold; 2,000 lutetia; 1,000 jamine; 9,000 cerulean and 10,000 argenta.

12 CLASSES
Some 40 breeders participated in the annual show of Mink pelts held in Montreal recently by the Quebec Fur Breeders Association. There were 12 classes running from regular standard darks, silver blue and sapphires up to white, desert gold and mutations. Judging was done by Morris Jones of the Hudson's Bay Company and Lewis Prejean of Canadian Fur Auction Sales Co., Ltd. The pro-

vincial government of Quebec contributed \$1,000 to the Association for the distribution of prizes among the winners. Championships were awarded as follows: Majestic dark, Gerard Landreville, St. Jacques; Argenta, Austin Lee, West Brom; Autumn Haze, F. X. Bouchard, Parc Roberval; Roberval, pastels, D. C. Cousens, Bolton Center; Autumn Haze stewarts, Yvon Nadeau, Theford Mines; Lutetia, Paul Beauchamp, Montreal; homo's, Parc Roberval, Roberval; Argenta breath-of-spring, Paul Beauchamp and Carulean, A. Korman, Mansonville.

The New York Auction Company in its report to its stockholders stated that they had gained more than \$75,000 in earnings by increasing advances to shippers approximately 35 per cent.

We notice that at last week's sale by American Fur Auctions, New York, an estimated 50 per cent of raw Autumn Haze collection was sold with prices in line with current market. Interest was strongest for better quality goods while commercial types met resistance. Much of it had to be withdrawn. Top price was \$31.50.

An American woman, Mrs. Stella Cornelius, with her husband runs the largest fur operation in Australia, Cornelius Propriety, Ltd., Sydney, New South Wales. Among the most important furs she handles are mink, marmot, musquash, kolinsky, fitch, water-mole, red, silver, blue and white fox. The proprietress states that "In Australia we do not have any labor tension. One reason for labor peace is that most employers still consider themselves workers. Furthermore, we guarantee twelve months a year employment to all our workers. We also make strenuous efforts to train store people in the sale of furs." She is also excited about new publicity entrance media television stating that while it has only been with them a few weeks she thinks it will be a great help.

DOCK STRIKE ENDS
LONDON (Reuters) — A dock strike which stopped work on 13 ships at Tilbury docks here and left 1,000 longshoremen idle ended Friday with a compromise pending arbitration. The original strikers, tallymen who check cargoes, walked out over employment of non-union men.

REJECT HUNGARIANS
BEDWAS, Wales (Reuters) — The 1,900 miners of this South Wales mining town Friday defied their national union by rejecting proposals that Hungarian refugees work in the local pits. They claimed housing is too scarce and economic conditions too unstable.

BURN RUSS BOOKS
BUDAPEST (AP) — Fifty boys spent their lunchtime recess Friday burning Russian language textbooks in the middle of a Budapest street. Police eventually scattered the students — ranging in age from 11 to 16. Russian no longer is a compulsory subject in Hungarian schools.

HOME AND SCHOOL
Monthly meeting Montague High School Monday (Tonight) 8:00 p.m. You are invited to attend. Interesting discussion.

PRAYER SERVICE — The Week of Prayer service on Thursday evening was held in Trinity United Church, Montague, and was conducted by Rev. J.M. Fraser. The choir, with Mrs. L.A. Johnston as organist, sang the anthems "Awake! Put On Thy Strength," and "Break Forth Into Joy." Rev. Kenneth Norris read the Scripture from Mark, 2 and lead in prayer. Mr. Norris gave the message based on the text from James 5. "The effectual fervent prayer of a righteous man availeth much." He spoke of the qualities of true prayer, and stressed the need of confession and repentance for sin.

PLOWS TO RESUME EARLY TODAY IN SOUTHERN KINGS
An attempt to keep main highways in Southern Kings open was abandoned last night in the face of a very heavy ground drift. Most roads were blocked shortly after sunset.

Plow crews were put on an emergency standby basis until early this morning when work will resume.

YEO MONTAGUE THEATRE
Mon. Tues, Wed.
Jan. 14, 15, 16
Adm. 40-55
Inc. Prov. Gov. A. Tax

"The Man Who Knew Too Much"
DORIS DAY — JAMES STEWART

A brand new excellent movie in breathtaking Technicolor. A movie with story, plot, action, humor and supreme direction and production. All will thoroughly enjoy this one to the utmost. See.

COMING FRI. - SAT. "MAN FROM DEL RIO"

SIRENS SCREAM!
BULLETS BLAST THE NIGHT!
--- and a town wakes in terror to the fury of

See BEHIND THE HIGH WALL

--- the savage story of an innocent man with a number on his back --- a prison warden with a crime on his conscience --- and the woman whose love smashed the rotten frame that hid the secret of a hundred thousand dollars stained with murder --- a secret that held the key to a boy's life! --- BEHIND THE HIGH WALL --- Here is the grim drama of caged men in a jungle of raw passions --- seething with the violence of the innocent and the damned, the killer and the condemned! --- Here is raw excitement to jolt the motion picture screen as never before!

MIDNIGHT SHOW
TUESDAY - CAPITOL - 11.15 P.M.

BIG-HOUSE PRISON BREAK!
BEHIND THE HIGH WALL
STARRING
TOM TULLY - SYLVIA SIDNEY
with BETTY LYNN - JOHN LARCH and JOHN GAVIN

Years ago when silver fox was king of the fur market Dr. Leo Frank had inquiries from Russia for Prince Edward Island silver foxes to be used on a breeding farm which was being established there. The Doctor endeavored to make a trade with the Russians for sables but they wouldn't allow the export of that fur-bearing animal and have not since changed their minds. The present government of Quebec must be given credit for a conservation program which if it had not been put into force some years ago would have found beaver in short supply in that province. Through conservation the indiscriminate killing of beaver was stopped and now the production of beaver has increased tremendously but measures are taken so that there will be no further indiscriminate slaughter of this very popular fur-bearing animal.

GO PLACES! GO NAVY! IT'S A MAN'S LIFE!

To join the Navy see the Special NAVAL RECRUITING OFFICER here in

MONTAGUE

On Jan. 14th and 15th at the LEGION HALL

Find out about the opportunities in Canada's Navy. There's a fine career now open to you in the RCN!



PLAY THIS FASCINATING GAME

YOU CAN WIN \$10,000.00
Here's a chance to win a big cash prize while amusing yourself

Fun and Entertainment!
\$50,000.00 IN CASH PRIZES
1,968 PRIZES IN ALL
18 Prizes Worth \$500.00 or More!

You do not have to be an expert on Canadian geography to win a prize in the Star Weekly "Know Canada" Contest. The correct answer is always included in a list of geographical names under each puzzle. The only thing you have to do is pick the correct answer from that list.

And to give you a better chance of winning you are allowed to send in up to 4 entries.

Here's fun for you, your friends or your family. And for a few evenings of fun and entertainment you may win more money than you can earn or save in a long, long time. You have nothing to lose by making a bid for one of these big cash prizes and, who knows, you may be the winner . . . the winner of that BIG \$10,000 First prize.

TO — DAY — TUE. — WED.

BEYOND ANYTHING YOU HAVE EVER SEEN IN A THEATRE!

THE FIRST MOTION PICTURE IN THE NEW **CINEMASCOPE 55**
MORE THAN YOUR EYES HAVE EVER SEEN!

RODGERS AND HAMMERSTEIN'S CAROUSEL
COLOR BY DELUXE

The new design for entertainment is here: For times more photographic detail, greater depth, increased sharpness, heightened audience participation! Every seat becomes the perfect seat!

You never dreamed an entertainment could be so wonderfully exciting as Carousel — in CinemaScope 55!

THE WONDROUS WEDDING OF THE TWO WONDERS OF THE ENTERTAINMENT WORLD!

GORDON MacRAE - SHIRLEY JONES - CAMERON MITCHELL

EXTRA BRITISH EMPIRE GAMES

CAPITOL SHOWS
8:30 - 7-9

LOOKS LIKE OUR LUCK'S RUN OUT-NO GAME ALL DAY!

YEEH-IP!

The correct answer to this puzzle is suggested by OBJECTS used in the picture. Look at the list of Canadian names below. One of them is the correct answer.

AYLMER CALGARY KINGSTON LONDON MOOSE JAW ONTARIO PRESTON QUEBEC TRURO

Among the objects shown as being used in the picture are a "MOOSE" and the "JAW" on either of the men. Put them together. What do you get? Yes . . . the correct answer is MOOSE JAW.

FIRST 2 PUZZLES ARE IN THIS WEEK'S STAR WEEKLY
Now on Sale — Everywhere

Rules governing the contest are simple but you should know them. They were printed in The Star Weekly of last week — January 12 — copies of which are still available through Newsdealers and Star Weekly Carriers.

Be Sure to get This Week's Issue

STAR WEEKLY "KNOW CANADA" CONTEST
\$50,000.00 IN CASH PRIZES
1,968 PRIZES — ALL CASH

1st prize	\$10,000	12 prizes, each . . .	\$500	36,000
2nd prize	5,000	50 prizes, each . . .	100	5,000
3rd prize	1,000	100 prizes, each . . .	50	5,000
4th prize	1,000	200 prizes, each . . .	25	5,000
5th prize	1,000	400 prizes, each . . .	10	4,000
6th prize	1,000	1,200 prizes, each . . .	5	6,000

TOTAL PRIZE MONEY \$50,000