




Joy at Christmas
 May the wonderful holiday spirit of joy and peace be with you and yours at Christmas time.

THE VARIETY STORE

Best wishes for Christmas and the New Year



THE ELECTRICIAN
 DOUGLAS "GUY" GUYATT



CHRISTMAS CHEER

Age-old, yet ever new, the true spirit of Christmas brings good cheer to every heart, new sparkle to every eye. May you and your loved ones experience, in fullest measure, all the joys of the season, and may its happiness spread its glow throughout the New Year.

THE BULKLEY VALLEY MILK PRODUCERS' CO-OPERATIVE ASSOCIATION AND NORTHLAND DAIRY LIMITED

Record Crop Big Poser For Farmers

WINNIPEG (CP)—Fears of failure turned to problems of plenty for western wheat farmers in 1953.

The early fears centred on a spring drought which posed a threat to the season's growth. But the picture rapidly changed to another extreme with record rains over many areas bringing the third successive bumper grain crop.

The country's storage bins already were bulging with 362,000,000 bushels of wheat carried over from 1952 when new grain began pouring from harvester spouts in August. The new crop was estimated at 594,000,000 bushels and Canada was confronted with twin problems: Where to store the grain and where to sell it.

With country elevators congested and farm granaries full, many farmers stored grain in open piles in the fields. One grain company estimated 58,000,000 bushels of wheat were piled in the open at one time.

At the outset, farmers could deliver only three bushels for each cultivated acre. They collected an initial payment—the remainder to be paid in later instalments as the Canadian wheat board which sells all Canada's wheat, oats and barley, completed marketing.

In the crop year ended July 31, Canada regained her position as the world's leading grain and wheat exporter with total exports of a record 582,000,000 bushels. Officials, however, were cautious in forecasting the current crop year's trend.



THIS PORTRAIT of Prince Charles was taken for his fifth birthday which he celebrated Nov. 14, a few days before the Queen and the Duke of Edinburgh left London on their Commonwealth tour.

Struggle Ahead As Canada Seeks Markets

OTTAWA (CP)—Canada's economy set a record pace in 1953, but as the year ends there are signs of a stormy struggle for world markets in 1954.

Some Canadian industries are beginning to feel the impact of a growing competition for markets that may bring lower prices.

Sales of farm machinery, textiles and electrical appliances began to slip in 1953. Federal economists say that as the struggle continues it will spread into other commodities, including agriculture.

The reason is that world production is rising, and although Western markets are still strong, the big powers are unable to overcome trading barriers between the sterling and dollar-area countries.

The Iron Curtain, too, has ringed off a big slice of the world market, reducing the global marketing area that must be shared by the major Western exporters, including Canada.

Nevertheless, Canada has made great strides in 1953.

The Gross National Product, sum total of all goods and services produced, rose to a record \$24,200,000,000—up \$1,200,000,000 from 1952.

National income swelled to an estimated record of \$19,000,000,000, up from \$18,135,000,000 in 1952. In this bracket labor income soared to almost \$12,000,000,000, a gain of 11 per cent from the previous year.

Consumer spending kept pace with the general advance, rising to another high of an estimated \$15,600,000,000 from \$14,334,000,000 in 1952.

Santa Brings Little Girl Into World

BELLEVILLE, Tex. (AP)—Ruth Ellen Haak, when she grows up, can tell the other kids that it was Santa Claus who brought her.

Dr. H. E. Roensch was making a dry run Monday with a Santa Claus suit he plans to wear for his granddaughter a few nights hence. Mrs. Roensch helped him get it just right with pins, cotton and pillows after about 45 minutes.

Then the phone rang. "Emergency, doctor, the prospective mother already is in the delivery room," said the voice on the telephone.

That's how Santa Claus delivered Ruth Ellen, daughter of Mr. and Mrs. Alfred Haak.

The Prince Rupert Daily News
 Thursday, December 24, 1953

Auto, Truck Production Best Since 1950 Despite Problems

By DAVID J. WILKIE

DETROIT (AP)—The tremendous production capacity of the auto industry has been demonstrated again in 1953.

Despite labor troubles and other factors that interrupted the flow of parts from its supply sources the industry will show unit output from U.S. plants of approximately 6,200,000 passenger cars and more than 1,200,000 trucks and coaches this year.

That volume tops any previous year's output in the industry's history excepting the record 1950 when slightly more than 8,000,000 vehicles were built.

Outstanding events of the year for the car industry included:

- Cancellation and stretch-outs of many of its military contracts.
- Kaiser Motors (Kaiser Frazer) purchase of Willys Motors (Willys-Overland), for \$62,000,000.
- An \$80,000,000 fire that destroyed General Motors' hydraulic transmission plant in Livonia, near Detroit.
- GM's purchase of the Willow Run wartime bomber plant from Kaiser Motors for \$26,000,000 to continue hydraulic transmission production.
- Removal of government controls that enabled General Motors, Ford and Chrysler to increase their over-all percentage of the industry's output.
- Protests from retail dealer associations that the industry was over-producing.
- Military contract cancellations which affected virtually every auto maker.

Hardest hit were those with tank and aircraft contracts. The Kaiser purchase of Willys brought together the youngest and one of the oldest of the auto companies.

The industry has attractive models for the 1954 sales campaigns. For the most part relatively few major styling and engineering changes have been made.

Steel Plant To Be Built In Richmond

VANCOUVER (CP)—Canadian Western Pipe Mills Ltd. announced Monday plans for a \$3,000,000 steel pipes and tubing plant in suburban Richmond.

It has optioned a 60-acre site on the waterfront and will start construction early next year. Machinery and equipment now are on order in Europe.

Steel sheet will be imported at the start, but long-term plans call for an integrated steel industry based on British Columbia iron ore. It will be the only one of its kind in Western Canada.

More people play tennis than any other game in Australia with play held all year round.



Hi!

To all our friends and neighbors, we extend our heartiest good wishes for a merry Holiday Season and a bountiful year to come.

From Jim and Ethel Georgeson
ARMSTRONG AGENCIES LTD.

Joyous Greetings

May every heart at your house be filled with good cheer and happiness this Christmas.

Dan's Service Station
 24-Hour Towing Service



Greetings

No Christmas would be complete for us without an expression of the warm feeling that we have for our many loyal and appreciative friends. A Merry Christmas and a Happy New Year to all.

BLAIN BROS. (GROCERS)

Seeking Cloth

KARACHI (CP)—To relieve a cloth shortage here the government of Pakistan has decided to import cloth from Japan and other sterling areas.



Merry Christmas

May your heart sing out this Christmas in tune with all the happiness of a Joyous Holiday Season.

MODERN Beauty Shoppe
 Muriel Gagnon



SEASON'S GREETINGS

May the good cheer of the season enter your home at Christmas and abide with you and yours through all the days and months to come. To all we extend our sincerest wishes for health, happiness and the fulfillment of dreams most dearly cherished...

FROM MANAGEMENT AND STAFF OF
PIONEER CANADIAN LAUNDRY & DRY CLEANERS