

Consumer confidence not yet reflected in retail sales: BBB

"Although consumer confidence has climbed to an 18 year high, the bills of most Canadian retailers are not reflecting this improvement," states Paul Tuz, President of the Better Business Bureau, in response to a Conference Board of Canada survey of consumer buying intentions which claims that consumer confidence is strengthening.

Statistics Canada's preliminary figures show only a 3.5 per cent increase in retail trade over this time last year. "The fear of unemployment prompts Canadians to hoard their money and stops them spending it," Tuz explains. "Deposits in savings accounts in this country increased by 9 per cent between May 1982 and May 1983.

The consequences are being felt throughout the retail sector - sales are not rising at a rapid rate. Moreover, while many economic theorists are proclaiming the advent of a recovery, the real situation is that the bankruptcy rate continues to climb. The rate is 3 per cent higher than a year ago."

The President of the Better Business Bureau goes on to point out that consumers' disposable income has not grown, and this restricts the amount of money being spent. "Many consumers find themselves without money with which to express their new found confidence. Greater consumer spending is needed to get the economy rolling, but this will not occur as long as the country is suffering from unemployment. The only way to increase the amount of money people have is for

government to propose employment programs and to cut taxes."

Federal tax incentives and provincial sales tax cuts have boosted consumer spending in certain markets. For example, according to Statistics Canada, household furniture store sales increased

by 23.4 per cent and home appliance store sales by 22.8 per cent in May, and new car sales were up 18 per cent in June.

"If consumers believe that the job market will improve in the coming months and that the economy is on the rebound, purchasing will increase substantially."

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PAWs are busy

The PAWS group have been busy this summer with their water safety presentations. They have been to both Georgetown indoor and outdoor pools as well as Acton indoor pool, showing how water safety can be fun to learn.

They have also shown their skills for the town's and YMCA's recreation programs and other private organizations. They also appear on Halton Cable 4 with their shows.

If you keep a close eye on store windows you will see a number of water

safety flyers around town.

The PAWS group have been working on a number of flyers and handouts which are available to the public. There are a variety of games and puzzles that are available at the Acton town office or any of the Georgetown or Acton pools.

If you would like any more information on water safety or the Paws program please feel free to contact us at 877-5185 ext. 50.

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No suspects

Halton regional police have no suspects in a break-in Saturday in which a Sansul turntable worth \$150 was stolen from a Mill Street, Georgetown

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PLAY BEEF A RAMA
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 ENTER OFTEN!

RULES
 Here's how: Each week the word BEEF will appear in several advertisements in this issue. Read the ads carefully and write down the names of the advertisers in which the word appears. Mail to BEEF A RAMA EDITOR, c/o THE HERALD. Each week some winners will be picked and become eligible for our Grand Prize Draw for a side of beef compliments of the advertisers.

BLUE VALLEY MEAT MARKET
 THIS WEEK'S FEATURE
 SIDES OF BEEF \$1.69 lb.
 \$3.73 kg.
 (MINIMUM 10 kg.)
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