

THE NEED to increase efficient milk production was stressed during a tour of Central Creameries plant in Charlottetown yesterday. A group of milk producers in the area near the city are shown as they were conducted through the plant. Later the group was addressed by John Simmons, president of the company, at luncheon in the Charlottetown Hotel.

Milk Producers Visit Creamery

A group of milk producers was taken on a conducted tour of Central Creameries yesterday by John Simmons, president of Central Creameries.

The delegation was shown the process by which evaporated milk, butter and ice cream were produced and the steps taken to insure a quality product.

At luncheon in the Charlottetown Hotel, Mr. Simmons spoke of the need for dairy production on the island and the need to increase the efficiency of the island dairy farm.

The delegation was made up of farmers from Queens County and included: Cornelius Pater Se., Union Road; Cornelius Pater Jr., Union Road; Erwan Jenkins, Mt. Herbert; Cornelius Aien.

EASTERN BRIEFS

HOME FROM HOSPITAL
Mrs. Alvin S. MacKenzie has returned to her home in Murray Harbor from the Victoria General Hospital, Halifax, where she had been a patient for some time.

MACLEAN FUNERAL — The funeral for John Keith, infant son of Mr. and Mrs. Arnett MacLean was held Friday, March 29 from the Murray River Funeral Home to the United Church, Murray River where service was conducted by Rev. R. F. Burns. Hymns sung were "The Lord's My Shepherd" and "Precious Jewels". Flowerbearers were Donald Young, Brent Harris, John Whiteley and James MacFarlane. Pallbearers were Alvin Ferguson, James Rafuse, Cyril MacKinnoe and Dennis Ferguson. Interment took place in Murray River cemetery.

CFCY-TV
Mon. April 1st
at 6 p.m.

Mrs. Margaret Macdonald

CFCY - RADIO
TUES., APR. 2nd
at 6:50 p.m.

Special joint meeting Kings and Queens Counties, at Murrell Community Hall at 8:30 p.m., Monday, April 1st. Speakers, the Hon. J. Angus MacLean, Health Minister, Mrs. Margaret Macdonald.

P.E.I. Conservative Assn.

ISLAND NEWS PAGE

Montague, Souris, Kings County
4 The Guardian, Charlottetown, Sat., March 30, 1963.

Direction Need Is Seen For Island Agriculture

In his maiden speech in the Legislature yesterday, Arthur MacDonald (L-5th Kings) suggested that agriculture has come to a "fork in the road" and needs some direction.

"It's up to the government," he said, "to show the way in agriculture. Needed are new production methods, new methods of financing and new markets must be found." He suggested that the days of the family farm are numbered and the trend today is away from mixed farming. "Farmers that specialize," he said, "find it better to buy certain commodities than produce them."

Mr. MacDonald said he would like to see the government take a firm stand on a system of time for the province. "Preferably Standard Time," he said,

White Cross volunteers, assisted in entertaining the guests. A very enjoyable evening was had by all.

The Canadian Mental Health Association is a member agency of the Prince Edward Island United Fund.

100 Patients Enjoy Party

The monthly dance and party sponsored by the Canadian Mental Health Association for the patients at Riverside Hospital was held in the hospital's auditorium Thursday evening. More than 100 patients participated in the entertainment which included games of ping-pong, cards and billiards for those who did not wish to dance.

The Holy Redeemer Branch of the Catholic Women's League, under the leadership of the President, Mrs. C. St. Clair Trainor, provided delicious refreshments and, together with a number of other CMHA

in motor vehicles and suggested that the government pay a rebate on the cost of installation.

Pointing out that "the market for fresh frozen fillets could stand a 10-fold increase in P.E.I. production," the speaker suggested that a dragger fleet be considered for Georgetown. "There is a good, deep, safe harbor," he said.

While mentioning Georgetown, the speaker suggested that "large homes in the town now closed up could be remodelled and turned into homes for the aged." He also suggested that Georgetown would be a good site for a car assembly plant, and that a ferry link should be connected on a year-round basis with Nova Scotia.

Turning to electoral reform, the speaker said he couldn't agree with a recommendation that the 5th district of Kings be eliminated. "This is a direct insult to the people of the district and the county," he said. "We need all the representation we can get."

New Phone Directory Out Shortly

The new Prince Edward Island telephone directory, featuring an aerial view of the Dominion Experimental Farm in Charlottetown, will be distributed to customers next week.

The bright blue book with its island scene contains 2,000 more residence phones than last year's directory.

New additions include the numbers for Sherwood Fire and Police and St. Elizabeth's Fire and Police, all under the emergency calls listing.

Area codes for all frequently called cities outside P.E.I. are listed complete with a map.

George Abbott, 209 Queen Street and Zion Presbyterian Church, Prince Street have the honor of being the first and

last numbers on the Charlottetown exchange.

The yellow pages this year include both Charlottetown and Summerside. As last year Civil Defence instructions are included in the directory.

March Snowfall Was Heaviest

The month of March holds the record snowfall reading for this winter with 32 inches. December is second with 26 inches recorded, and in January the snowfall reading was 13.5 inches.

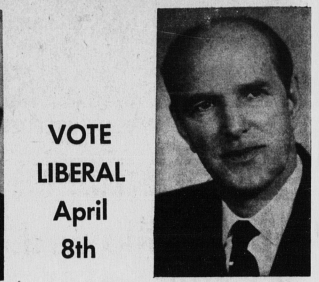
Last year, the snowfall in March was 23 inches, and the rainfall reading was 61 inches. March of this year, the rainfall reading was 11 inches.

March this year has been colder than average with seven degrees below zero being the coldest temperature recorded for the month. In March last year there were no zero or sub-zero temperatures recorded.

MONDAY NIGHT ON TV



Allison Gillis
Queens



J. Watson MacNaught
Prince

VOTE LIBERAL
April 8th

6.15 - 6.20

6.20 - 6.30

X LIBERAL MEETING TONIGHT

Wood Islands - 8.30 P.M.

CANCELLED DUE TO ROAD CONDITIONS

P.E.I. Liberal Association

Who Wants The "Good Old Days" of Hospital Care?

Nobody!

Everybody loves the "good old days"—except when it comes to hospital care!

Who would want to enter a hospital today offering the same service—even at the old low rate—offered 20, or even only 10 years ago? Nobody, that's who!

The "good old days" meant having an operation without any satisfactory pain reliever. But today, remarkable developments in anaesthesia have made the thousands of trips Canadians make yearly to the operating room safer than ever before.

The "good old days" meant having babies at home. Back in 1935 only 37 out of every 100 babies were born in hospitals. But today, practically all babies first see the light of day in a hospital.

Today's hospital care is better than it has ever been . . . BUT . . . in your community hospitals right here in Charlottetown is becoming increasingly more difficult to properly treat and diagnose the sick. More equipment is needed . . . greater numbers of trained personnel are required . . . plus many, many other needed improvements . . . all of which are of direct benefit to every person in the community.

The urgent need to provide fully competent facilities in your hospitals . . . for all patients . . . is the vital, important reason for this financial campaign.

Your Hospitals Need Your Support Now... Today!

PLEASE GIVE GENEROUSLY TO THE

P. E. I. and CHARLOTTETOWN HOSPITAL

FINANCIAL CAMPAIGN FOR \$200,000!

Kindly Mail Contributions To Post Office Box 516 in Charlottetown. Receipts will be mailed for Income Tax purposes.