



VOLUNTEER FIRE DEPARTMENT ONE OF THE BEST

Agricultural products favorably compare to those of other areas

Island producers can look forward to stable prospects in most fields of marketing in 1965, according to provincial marketing director Reid Sangster.

He said "there will be exceptions but on the whole prices should be favorable.

"This attitude is based on the use of the principles of sound marketing and the use of modern technology in our sales approach. A willingness to study new ideas in the fields of production and marketing, especially the area of consumer demands, should be on our list of 'musts' for 1965.

"As almost everything we produce in this province is of excellent quality, whether or not we find satisfactory markets will depend to a great extent on our willingness to finish the job through to the consumer.

"Our products must compare favorably with like ones from any other area."

Mr. Sangster is of the opinion that Island producers should "prepare themselves to do the best job possible in production and marketing. This positive approach would seem to be the only sensible one."

In reviewing a number of production fields for 1964, Mr. Sangster first referred to potatoes.

SHOWS STRENGTH

He said "In the early months of 1964 prices were low and not many fluctuations were in evidence. This was the situation until almost the middle of the spring season when, because of shortages and poor quality in other areas, demand and prices began to strengthen and the season ended substantially strong.

"Not everyone benefitted by the improved price at the end, many of our smaller operators had already marketed the bulk or all of their crop.

"The summer marketing of earlier potatoes started off strong and should have maintained a better price. As usual, however, price cutting was in evidence as everyone tried to get a piece of the market. This was especially true in Newfoundland areas where easy access of small quantities by boat are possible.

"The market throughout the fall season was quite good with a price range two to three times that of last year. The strong price position began to show up as early as late summer when many areas of North America began to have crop difficulties, especially with drought.

"As we look forward into this year, and to the end of our potato marketing year, one would expect a reasonably strong situation with some fluctuation as the market became over-led from time to time.

"Our seed potato sales have been good also this season and, except for a few instances that came to our attention last spring in the Florida area, a sound approach has been made to most seed markets throughout."

SMALL GROWERS

Referring to other vegetables, Mr. Sangster said "a few arthral growers in past years had had some small success in carrot marketing in the province. It was proven in the O'Leary area last year that carrots can be grown in large quantities and markets are available. However, the product must be packaged to suit the consumer. This industry needs modern equipment and should not be entered into without proper 'know how'."

The marketing director said "cabbage production for the most part was light. Fair markets did exist, however, and generally it was a good operation for those who had reasonable quantities to market."

Difficulties in turnip production were experienced in many areas in 1964. Mr. Sangster said "where products were marketable, prices to the producer were only fair and in most instances consumer prices were relatively high? This points to the need for a much better marketing approach than in the past."

In 1964, strawberries, blueberries and vegetables grown for the freezing process played an important part in the provincial economy. Mr. Sangster said "this segment of our agricultural economy should continue to grow in size and importance in the years ahead."

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In March the fourth Provincial Alcohol Education Conference was held at the Basilica Recreation Centre. Seventy-eight teachers, clergymen, and representatives of private, public, and professional organizations and agencies concerned with the alcohol problem registered.

Mr. Sangster said not many changes took place last year in the cattle and hog industry. He said "markets have not been as strong as they should be and the general answer we receive as to why this should be is the fact that we are producing too many cattle below the top grades. We have more than maintained our position in the hog industry as far as quality is concerned."

NEED OF AGENCY

As far as the dairy industry was concerned, overall production was up slightly over the previous year. "No real difficulty was experienced," Mr. Sangster said, "except in cheese marketing which can be overcome when a provincial agency is formed to handle the total production."

Mr. Sangster said the poultry and egg industry showed "little change during the year and for the most part prices were normal.

"Serious difficulties were experienced at the close of the past year and at the beginning

of the current year due to a flooded market. This situation affected all Canada and reached into the eastern United States especially."

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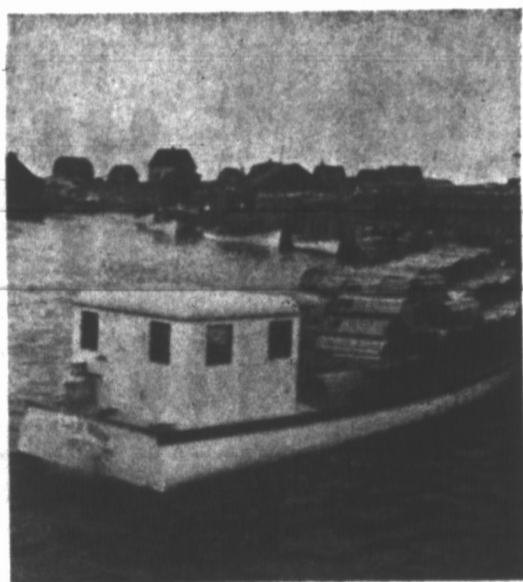
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WINGED GUESTS

There are some 500 species of birds in Florida during the winter, more than half of which come from northern areas of the U.S. and Canada.

DISCUSS POVERTY

CALGARY (CP)—Findings of a nation-wide survey on poverty will highlight sessions of the three-day biennial conference of the Canadian welfare funds and councils Feb. 17 to 19 in Calgary. The report will be presented by Dr. David Woodsworth of Ottawa.



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Department places emphasis on better alcohol education

David M. Boswell, M. Sc., director of Alcohol Studies for the Island has reported a very successful year. By means of a varied program numerous Islanders have received instruction in alcohol education. Mr. Boswell reported:

Personal contact was maintained during the year with a number of educational administrators, teachers, clergymen, alcoholics anonymous, physicians and other key personnel concerned with alcohol education and the alcohol problem.

FIELD WORK IN COMMUNITIES

In the way of field work, speaking engagements followed by open discussion and question periods were conducted with both young and adult groups. At these meetings, literature was distributed and in some cases films shown on alcohol problems. Some of the organizations addressed were as follows: Women's Institutes, Local Home and School Associations, Temperance Federation, School Assemblies, Allied Youth Post, Alcoholics Anonymous, Provincial Youth Leadership Training Camp Service Clubs and church groups.

LEADERSHIP TRAINING

The policy of sending candidates including teachers, clergymen and community workers to Summer Schools and Institutes of Alcohol Studies was continued and one clergyman and an Allied Youth sponsor attended the McMaster Institute of Alcohol Studies in Hamilton during August. Several periods were spent at Prince of Wales College with the teacher training candidates during the spring term.

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The second Provincial Youth Leadership Training Camp for girls and the third for boys were held at the Holland Cove Camp in August. Although most of the program revolved around athletic leadership training, opportunity for alcohol education through discussion and film presentation was provided and Allied Youth membership was one of the main criteria for selection.

SCHOOLS

During the year, as many schools as possible were visited and some actual instruction on alcohol education was given. Questions were prepared by the division for both the Provincial grade VIII health and grade X science examinations, based on the required alcohol studies course prescribed by the Department of Education.

ALLIED YOUTH

Eight new posts were organized during the year bringing the total number of posts in the province to 19 and the membership to 1436. The Athena, Mt. Albion, Little Sands, Morell, Kensington, Borden and York posts received their charters. Other chartered posts are: Caladonia, West Royalty, Murray River, Murray Harbour, Bunsbury, Tignish, O'Leary, White Sands, High Bank, Stella Maris, Cardigan and Miscouche Augustin Cove and South Rustico posts are to be chartered early in the fall. A total of 153 meetings of Allied Youth were held during the year.

Seven delegates, members of the provincial Allied Youth executive, attended the Nova Scotia Allied Youth Camp at Berwick in August. In October the provincial Allied Youth sponsors met to discuss the year's program and selected four delegates from those nominated by the Posts to attend the international Allied Youth Conference held at Buck Hills Falls, Pennsylvania during November. The delegates who attended were Frances Ann Harper, Tignish; Dale Turner, O'Leary; John MacIntosh, Athena and Geraldine Gallant, North Rustico.

The third Provincial Allied Youth Field Day was held at Hampton with upwards of 80 members in attendance. The members of this year's Allied Youth executive appointed at the youth conference to give better provincial autonomy to the Allied Youth program were David Simmons, New Brunswick; Diane Laughlin, Sherbrooke; Leah Mayne, Emerald, and June Walsh, Borden.

The shield for the best small Allied Youth Post during the year was won by Mount Allison and Borden and the shield for the best large Allied Youth Post was won by Tignish Regional High School.

Scholarships were awarded on the results of the provincial grades VIII, X and XII (Atlantic Board) examinations to each post and on the provincial level as well. A member of the York Allied Youth Post won the provincial scholarship of \$100.00 for grade VIII and a member of the O'Leary Regional High School Allied Youth Post won the provincial scholarship of \$100.00 for grade X. The grade XII scholarship of \$200.00 was won by Teresa Gallant, Stella Maris Regional High School.

made available through the Visual Aids Branch of the Department of Education. Instruction by this medium was provided for a total of 6658 as a result of 233 showings.

ALCOHOL EDUCATION LECTURE SERIES

During the first week of November Mr. Keith Ellinwood of New York again conducted an alcohol education lecture series in both Nova Scotia and Prince Edward Island. Mr. Ellinwood delivered an address to approximately 2,500 high school students and adults. He addressed assemblies at Tignish, Kinkora, Athena, Morell, Souris, Kensington, Miscouche, Stella Maris and O'Leary High Schools, The Lions Clubs, Alberton Men's Association, P.E.I. Temperance Federation, and the Alcohol Studies Advisory Council were also included in his itinerary.

INFORMATIONAL MATERIALS

Informational materials were distributed to schools, clergy, and provincial and local community organizations interested in the alcohol problem. Visual aids on alcohol were

During the year through close co-operation with Riverside Hospital and the Alcoholics Anonymous, rehabilitation and counsel was rendered to several persons who had acquired an alcohol problem.

The approach to teaching in the school continues to be one of presenting scientific facts associated to the alcohol problem. It is hoped that as a result students will be more adequately of alcoholic beverages.

preparing to make a decision and have the strength of their own convictions in regard to the use

OTHER EVENTS

During the Christmas holiday season the Division sponsored flashes over television, presenting facts on drinking and driving and also made press releases on the subject.

The Provincial Alcohol Studies Advisory Council formed to render counsel and direction to the program, held their third annual meeting in November with Mr. Keith Ellinwood as a special guest in attendance.

During the summer months the provincial Allied Youth executive under the direction of the president, David Simmons, constructed a float which was used in several of the parades held in main centres throughout the province.

The first provincial youth alcohol education week was presented in April in co-operation with the WCTU, Allied Youth panels on television and radio and newspaper items highlighted the week. The division conducted a radio program during the fall and winter seasons called "Challenge". The program consisted of a series of interviews by Helen MacDonald with representatives of the different organizations interested in the

Carnival has blind queen

NEW ORLEANS (AP) — So-nora Carver used to plunge 45 feet on the back of a horse into a waiting tank of water but she says she was more nervous as queen of a Carnival ball.

Carnival Balls in this historic mardi gras city are a sight to behold, with participants decked in colorful raiment, but the Krewe of Melpomene's affair Friday night wasn't seen by its queen.

Mrs. Carver, 60, her king, Edward Zay, and all other Krewe members are blind.

Melpomene is the only carnival ball given for the blind anywhere in the U.S., says Mrs. Gretcher Thomas, an official of a New Orleans organization for the blind.

She lost her sight when her favorite horse hit the water at a severely straight angle.

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