

4-H Clubbers show wares and worth at annual Rural Youth Fair frolic



CALF CLUB MEMBERS SHOW LIVESTOCK OF TOP QUALITY



GARMENT CLUB MEMBERS ARE PROUD OF THEIR HOMEMADE CLOTHES



ALL HAIL TO THE KING AND QUEEN



A HAPPY WINNER

WIN AT FAIR IS BIG EVENT

About the greatest day in the 4-H clubber's life is the day he can display a winning ribbon from an achievement day or from the big annual Rural Youth Fair.

Held annually at the Provincial Exhibition grounds, the fair draws from all over the Island for an action packed day. In addition to all the things one might expect to see at a rural fair, there are many other events including a full slate of sports activities, public speaking contests and fashion shows.

The 4-H Club movement has grown steadily on Prince Edward Island over the years and today hundreds of children are members learning not only how to be good farmers but also how to be good citizens.

NEW EXECUTIVE

MONTREAL (CP)—The Bell Telephone Company of Canada today announced the appointment of Marcel Vincent of Montreal as the company's first French-speaking president and chief executive officer.

The appointment is effective Aug. 1.

He succeeds Thomas W. Eadie, president since 1953, who continues as chairman of the board of directors.

Mr. Vincent, a native of Montreal, graduated from the University of Montreal with a master of commerce degree in 1927 and joined Bell telephone in the same year.

He was appointed vice-president and general manager of the company's eastern area in 1957, and has served since 1961 as a vice-president.

In his early years with the company, he worked in Ottawa and Quebec City.

Mr. Vincent is a director of the New Brunswick Telephone Company Limited, a governor of the school of commerce of Laval University and a former president of the Commerce Graduates' Association of the University of Montreal.

4-H Club Of P.E.I. Working Together To Make The Best Better

The Pledge Of The 4-H



Head

For clearer thinking . . . For better judgement for tomorrow.

Heart

For loyalty to Canada and the Canadian way of life.

Hands

For the necessary skill to meet the tasks that are in the future.

Health

For Better living and greater service to the club, community and country

HERE'S WHY WE SUPPORT 4-H CLUBS IN THIS PROVINCE:

- their fine training provides young citizens with knowledge and skills for all phases of rural life
- through their efforts they develop pride in their accomplishments
- through their work they learn the spirit of co-operation and team work
- 4-H members point the way to better citizenship and happier ways of life

Remember The Cockshutt Way Makes Farming Pay!

See These Dealers To-Day

Turner Farm Equipment

Charlottetown Dial 4-7849

Alfred Colwill

Summerside Dial 2789

Lloyd MacDonald

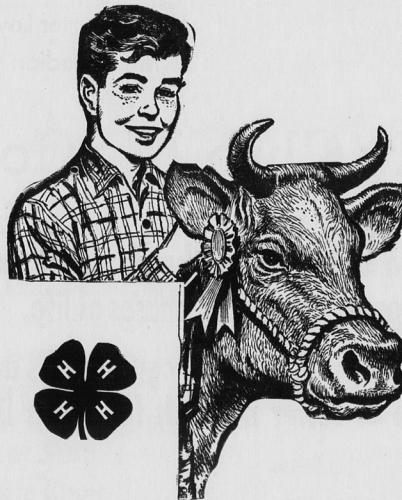
Annandale Phone Cardigan 14-82

Walter Wells

Cascumpee Phone Alberton 67-13

4-H CLUBS in Prince Edward Island

. . . improving family and community living!



Their Motto . . .

"To make the best better"

Their Slogan:

"Working together for world understanding."

The 4-H Club Pledge . . .

- MY HEAD . . . for clearer thinking for better judgment for tomorrow
- MY HANDS . . . for the necessary skill to meet the tasks that are in the future.
- MY HEART . . . for greatly loyalty to Canada and our way of life
- MY HEALTH . . . for better living and greater service



Eaton's . . . the store for young Canada . . . is pleased to extend hearty congratulations to every Island 4-H member and leader on the 50th Anniversary of 4-H Clubs in Canada . . . 1913 to 1963!

THE **T. EATON CO.**
MARITIMES LIMITED
CHARLOTTETOWN BRANCH