

Report On Rural Poverty Is Fascinating Reading

By J. LINCOLN DEWAR

POVERTY
We have a copy of the study on Rural Poverty done for the ARDA Administration by the Canadian Welfare Council.

This study was done in four different areas: Cape Breton, Ontario, Quebec, and Manitoba. The areas chosen were considered to be disadvantaged and the families studied were considered to be in poverty.

The reports make fascinating reading at times, morbid reading, inevitably the reader asks himself the question, "Do these definitions and conditions and circumstances apply in part to myself?" For instance in practically all cases the house is heated by wood and oil or wood alone. The use of the latter for fuel appeared to make a profound impression on the researchers but why is not explained.

Personally we have no brief for poorly heated homes but am inclined to see certain advantages in wood and economic justification for its use when available and if the labour is available. Time after time each family studied notes presence of radio, television, car, generally indoor plumbing is lacking.

However, the interesting point is that many of these poverty stricken people have amenities which a millionaire could not possess 50 or 60 years ago. In the case of an Indian family in Manitoba the researcher remarks that between the living conditions for that family and that of a comfortable well-to-do urban home there is a gap of a thousand years. In this case we are inclined to agree.

The ARDA definition of a marginal farm as one under \$25,000 in total value and gross income under \$2,500 is, of course, based on averages. We would guess that a very large percentage of Island farmers do not qualify for the capital investment figure but nevertheless are in many respects quite satisfactory operators.

BIG FARMER
In today's economy people in order to survive in a financial way are constantly being forced to do things which go against their wishes and desires.

It is obvious that many farmers on small farms are having real difficulties and might perhaps improve their lot in life by moving into something else or perhaps even working for another farmer. The latter two might appear to be quite logical but a great many decisions are based on factors other than logic. There would appear to be much to be said for people doing what they like to do and in many cases people like to be small farmers, first of all it is a way of life that appeals to many and there are certainly recognizable advantages. In short, there is a case for people doing what they want to do, these thoughts are not advanced as arguments for the perpetuation of a system of farming which attempts to operate in defiance of the laws of economics. Here the evidence points very strongly to the development of larger units as one of the prices of survival. Certainly the Federation of Agriculture would be very much opposed to any program which would force farmers to make how small or inefficient to dispose of their holdings. Nevertheless though we see no reason to become disturbed over the development of policies that would make it attractive for small or inefficient operators to dispose of their holding and would also offer inducement for the setting up of larger units.

The choice, that we have to make is between trying to carry on a nice relaxed operation which will have associated with it some very serious human disadvantages and that of trying to face up to the pressures of modern commercial farming with all its demands, tension, etc. but carrying with it the prospect of improved living standards and an operator who stands up as a really substantial citizen.

NOSTALGIA
In everyone's life there are situations and associations which originated in childhood and which do produce very pleasant memories.

A small boy's appetite is usually a very keen thing and the taste buds are more sensitive. This train of thought leads us back to the very pleasant experience associated with three particular food delights, "staphag", "marag" and "red astrachan apples". The first delight was produced by talking sour cream from the churn just before the butter came and mixing it with Island oatmeal. Even forty years a drooling sensation describes the reaction.

"Marag" followed the butchering of a steer or cow and the homemade sausage with flour, oatmeal, onions, etc. was something pretty special on a cold winter evening after facing the north wind home from school. It almost seems sacrilegious to compare this sort of fare with things like french fries, corn flakes and frozen beans.

Finally the finishing touch to a perfect summer came at the end of haymaking when the "astrachan apple" would be at its best with the water core being like the discovery of a rare treasure. Nearly any school boy would eat twenty astrachan apples on a Sunday afternoon and it was little to be wondered at.

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Mr. Hammill also told me about what he calls "the daddy of all Island storms". Fortunately I have been planning a story on that one too, and on the ship you mentioned, Eddie.

This will probably come as a shock to old Scots, but a scrap book item I've been reading this week said neither oatmeal nor porridge was available until the year 1820. If somebody believes that is incorrect, I wish he would call or write to me about it. The item was in a speech delivered in Charlottetown 82 years ago by Judge Alley.

French Courts Getting Set For More Nudism On Riviera

PARIS (Reuters)—The French courts are getting set for another summer of nudism on Riviera beaches by declaring the sight of bare breasts in public places as offensive to public morals.

The Supreme Court was asked to rule on a point of law by the French justice minister following two summers of extensive nudism and the wearing of topless bathing costumes—monokinis as the French call them.

The court decided Thursday: A woman who wears only trunks in a public place makes a provocative exhibition of her breasts, which injures the moral feelings of persons who can see them.

The new ruling does not affect strip-tease acts in night clubs or shows at the Folies Bergeres here.

Its main point is to counter a precedent set by a provincial appeal court which last year threw out a court sentence on a girl who wore nothing but a monokini while playing ping-pong on a public beach in Cannes in July, 1964.

WON'T PERMIT GESTURES
The court's decision was made on the grounds that the girl's monokini was opaque, that she did not pose in obscene positions while playing ping-pong and that nudity of the body is not in itself offensive to public morals in modern times; providing its not accompanied by obscene gestures. Existing French laws are strictly against nakedness in public.

Last summer, the authorities' abhorrence of nudism reached the stage of a running hide-and-seek battle between several hundred policemen and nude bathers on Pampelonne Beach near St. Tropez on the Riviera.

Policemen both in uniforms and semi-disguised in swimming trunks failed to clear the bathers from Pampelonne Beach. The authorities finally decided to bulldoze away the rocks and bushes behind which the nudists took cover each time the police charged.

The serious nudists fled to the Isle of Levant, the traditional Mediterranean nudist haunt, and to private beaches where the law cannot touch them.

The opportunists just put on their swim suits.

More in a speech, will be less interested in outright ownership than they are present. It will be more a question of using "buying time rather than product."

FORESEE MORE LEASING
He foresees the leasing of communally-owned facilities where servicing responsibilities would be assumed at a central location.

People will become accustomed to leasing instead of owning things, the tobacco executive said.

Moreover, what are regarded as luxuries today will be accepted as standard necessities 15 years hence.

Mr. Pare said marketing men must find out how people employ products and services, and must develop an understanding of the customer's aims and impulses.

A key area on the developing market, he suggested, consists of persons retired from active life.

Marketing men should examine the tastes of the retired in the categories of goods that mean most to them—home appliances, hobby supplies and other such items.

MARKET GROWS
The "retirement market" is getting more important with each passing year, since people are tending to retire at earlier ages.

But the same interest should be taken by marketing men in the other end of the age spectrum.

Youth too has a need for a specialized line of products. And the youthful years of non-involvement in actual commercial or professional activities are increased as the job of preparing for life becomes more lengthy and complicated.

Mr. Pare said the future will emerge from the increase don't have solutions as things now stand.

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are a need for more scientists of all kinds, more teachers and managers.

Marketing men will have to depend on the educational process to give them insights into the profound changes occurring throughout society.

OPPOSE DOCK
LONDON (AP)—The Law Society asked the British government Wednesday to abolish the dock. It suggested that defendants be allowed to sit next to their lawyers, as in American courts. In British courts, a prisoner sits in a dock, surrounded by a high iron railing or wooden partition and guarded by policemen. The society which speaks for Britain's lawyers said this contradicts the basic English legal principle that a man is innocent until proven guilty.

A CAREER IN THE CANADIAN COAST GUARD FOR 40 CADETS

The Department of Transport is now accepting applications from young men who are interested in a career in navigation or marine engineering for enrolment at the new Canadian Coast Guard College at Sydney, N. S. Forty Cadets are to be chosen for training starting September 1966.

CADETS will be trained as either navigating or engineer officers in the Canadian Coast Guard and on completion of the college course will be appointed to Canadian Coast Guard ships. After the required sea experience, they will be qualified to write appropriate examinations for Certificates of Competency as Masters, Mates or Engineers.

CADETS selected will be provided with free board and lodging at the College, and will be paid \$75 a month while training. Travel expenses from home to the College and once-a-year return expenses home, in excess of \$25, will be paid. Cadets will receive also the regular uniform issue made to Coast Guard Officers.

To be eligible to apply for the FOUR YEAR COURSE, applicants must have reached their 16th birthday but not their 21st birthday on September 1, 1966 and have completed, or be completing this year, secondary school (Grade 11 or 12 according to provincial educational standards).

For the THREE YEAR COURSE, applicants must have reached their 16th birthday but not their 22nd birthday on September 1, 1966; have completed secondary school (Grade 11 or 12 according to provincial educational standards); have completed at least one year's training at a Marine School and successfully passed the Coast Guard College examination for admission to the second year course.

If you meet the above requirements and if you are interested in this unique opportunity, fill out the form below and mail it BEFORE FEBRUARY 28 to the DIRECTOR, PERSONNEL SERVICES, DEPARTMENT OF TRANSPORT, OTTAWA, ONTARIO. The written examination will be held on or about April 16, 1966.

Director, Personnel Services,
Department of Transport,
Room 960, Hunter Building,
Ottawa, Ontario
Dear Sir,
Please forward complete information in () English or () French regarding officer training in the Canadian Coast Guard.

NAME
ADDRESS

ACROSS THE ISLAND

Interest Runs High In Historic Items

By NEIL A. MATHESON
Provincial - Farm Editor

FIVE HAD many calls about interesting items since last week's column on the museum subject appeared.

A Regency table owned by Mrs. John Carr, Marshfield is unusual. It was brought to Canada by Prince Edward, then the Duke of Kent, who was the father of Queen Victoria.

Then the commander of British forces in North America, Edward imported furnishings from England to fit out his home in Halifax. The first shipment was lost at sea but the second arrived safely. When his time in this country had been served, the old story says that Edward divided his furnishings among his Captains of the guard.

One of them a Major Gillespie lived later in Charlottetown, in a home owned by William Bishop Brehaut. He was the father of William M. Brehaut, postmaster in Charlottetown for many years, who was the husband of the lady we know now as Mrs. Mary Brehaut, who is so active in the historical society.

Mrs. Brehaut and many of the members of the historical society know this story much better than I do. I'm repeating it here for those to whom it may be new.

Mr. Brehaut owned the houses at 244 to 250 Grafton Street and Major Gillespie lived in one of the buildings. But the retired English officer got into financial difficulties and skipped overnight with what he could take with him easily. Some of the furniture was left behind, and it included a Regency table and six Chippendale chairs.

The chairs were lost in a fire when W. B. Brehaut took them to a repair shop and it burned. But the Regency table is still in existence and it's owned now by Mrs. Carr.

The table is a tilt-top and W. M. Brehaut said it was in the barn for years when children rolled it up and down the street; it was loaned as a kitchen table to Conductor John MacDonald who lived there for some years.

But the beautiful old piece of Mahogany is in good condition now. Mrs. Carr received it as a gift from her mother, Mrs. E. S. Coffin, Charlottetown, who purchased it at a sale of the effects of the late Wendall Beaton of this city. (See picture on page 3.)

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Future Marketing Challenge Said 'Staggers Imagination'

MONTREAL (CP)—"The future's marketing challenge staggers the imagination," says Paul Pare, a tobacco company vice-president, and "our whole marketing approach" must be changed to meet the test.

The amount of goods and services to be marketed will have increased at an enormous rate by 1990, says Mr. Pare.

And he explains the big jump in terms of the stimulus given the market by scientific advances, population growth and the simple human desire for a better life.

The problems that will emerge from the increase don't have solutions as things now stand.

Mr. Pare, who is with Imperial Tobacco Co. of Canada, speaks of the future surge as a "new industrial revolution."

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100 Boys' Jackets and Parka Coats

Reg. to \$10 NOW 5.00	Reg. to \$15 NOW 8.00	Reg. to \$20 NOW 12.00
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HENDERSON & CUDMORE WHERE QUALITY IS SURE

Offices of THE HOSPITAL SERVICES COMMISSION Are temporarily located in the Veterans Wing of the Prince Edward Island Hospital. Entrance is opposite North River Road, with Parking at rear of Veterans Wing. Phone Number is still 892-1211 and mailing address Box 4500 (please clip for future reference)

Canadian Corporation for the 1967 World Exhibition
FILE NO: 1110-1
PROJECT: Invitation to tender for the operation of CONCESSIONS to sell non-food merchandise and services at the 1967 World Exhibition which will be held in Montreal, Canada, from April 28, 1967, to October 27, 1967.
Sealed tenders, marked as to contents, addressed to the undersigned, for the above concessions, will be received until 3:00 p.m. E. S. T.
FRIDAY - MARCH 18, 1966
Non - Food concessions are:-
Official souvenir shops -
Official novelty hat shops (the official license for novelty hats is combined with the hat shop concession)-
Film and Camera shops -
Western style general store -
Old time press shop -
Artist sketching shop -
Toy shop -
Service concessions are:-
Barber shop -
Beauty-parlor -
Wheelchair and children's stroller rental -
Newsstand -
RCMP type shop -
and other categories of merchandise such as handicrafts, jewellery, drugs, apparel, antiques, leather goods, florist, sporting goods, greeting cards, books, music and records, coins, artwork, cosmetics, home furnishings, etc.
Coin operated lockers -
Coin operated toilet locks -
and other categories of services such as dry cleaner, shoe repair, foot clinic, foot vibrators, etc.
Tender forms and specifications, outlining the Corporation's requirements, may be obtained on written request from the Concessions & Licensing Branch, General Concessions Division of the Corporation, 3rd Floor, 550 Sherbrooke Street West, Montreal, Quebec, telephone number 514-397-3993, from whom additional information may also be obtained.
The Corporation does not bind itself to accept any tender.
JEAN CLAUDE DELORME, Secretary,
24th Floor,
Place Ville Marie,
Montreal, Que.