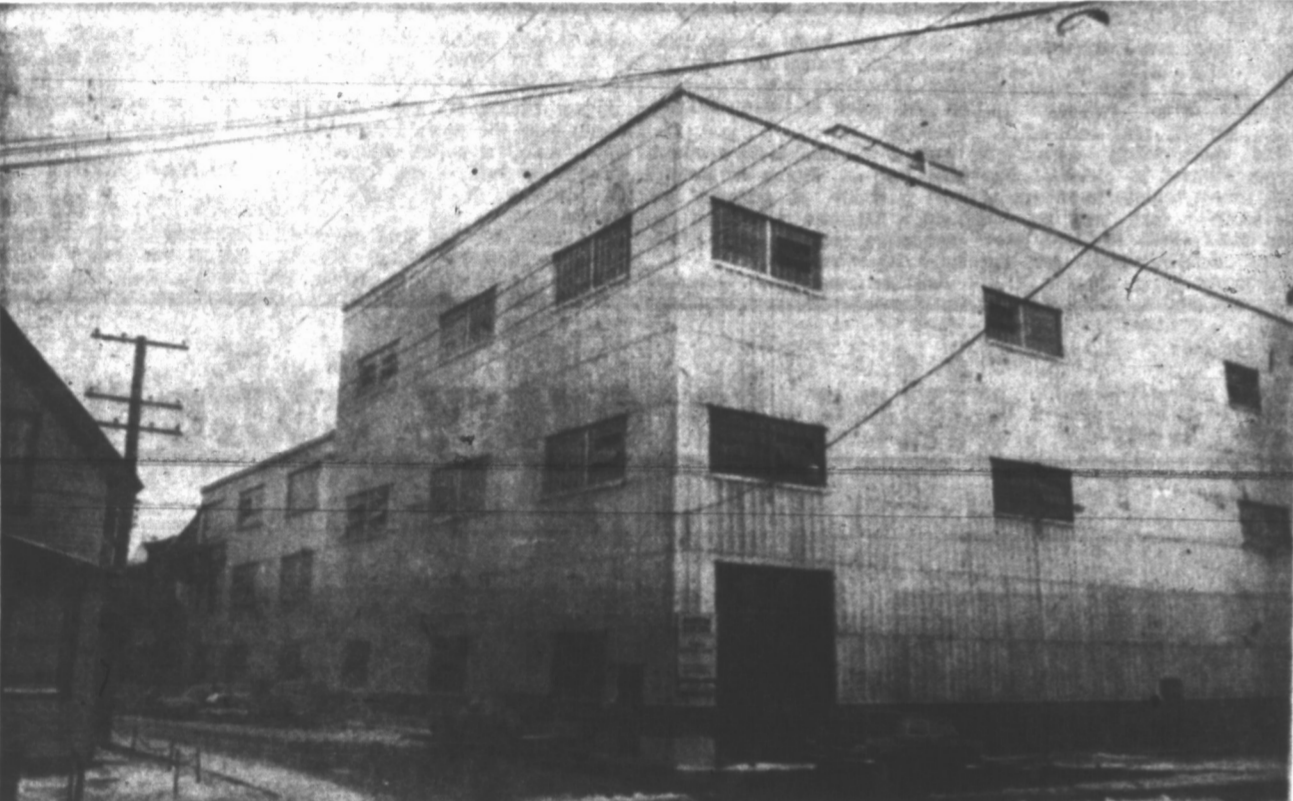


MAIN TURBO-GENERATOR AND CONTROL ROOMS



POWER PLANT GROWS WITH CONSUMER NEEDS

Story of Maritime Electric one of continual expansion

In keeping with its policy of providing a safe and dependable service to its customers through out the province, Maritime Electric Company Ltd. has continued a program of expansion and modernization during the past year.

Numbers one and three transmission lines from Charlottetown to Sherbrooke were stepped up from 33,000 volts to 66,000 volts and the addition of oil circuit breakers and automatic switchgear equipment to the sub-station at Sherbrooke has greatly increased the efficiency of the station. A new office building at Sherbrooke is now under construction for the convenience of customers in the western part of the province.

Rebuilding of the distribution lines along the Lower Malpeque Road, from Hunter River to New Glasgow and from York to the National Park were also completed during the year. The capacity of the sub-station at Dingwell's Mills was also greatly increased with the addition of a new transformer and voltage regulating equipment. A 13 MVA transformer was installed at the Charlottetown plant increasing the capacity of the sub-station by 13,000 kilowatts.

Over 50 miles of company distribution lines were constructed in various parts of the province during the past year and through the co-operation of the Prince Edward Island Government, over 58 miles of distribution lines were built under the Rural Electrification program.

Since the inception of this program in 1954 more than 1200 miles of distribution have been

placed into service, making it possible for many hundreds of farm homes in practically all areas of the province to enjoy the comforts and convenience of electricity.

GAINING FAVOR

In 1964, the first electrically heated homes were built in Prince Edward Island and the advantages of total electric heating are rapidly gaining favor. The growing demand today is for houses which are both warm in winter and cool in summer.

The proper installation of wall and ceiling insulation assures that the operating costs of electric heating will compare favorably with the cost of other fuel systems, while the insulation provides a degree of comfort never before known in Canadian housing.

It has been estimated that by 1970, more than 120,000 dwellings across Canada will have total electric heating. Here in Prince Edward Island, many new homes are in the planning stages and a modern 26 unit apartment block is now under construction.

RATE REDUCTION

In February of last year, a rate reduction domestic users for all consumption over 200 kilowatts per month from 2 cents to 1 1/2 cents per kilowatt hour went into effect. This reduction was made possible through the increased use of electricity by the consumers and by a more efficient and economical means of producing energy.

In view of the rapid growth and development of industry and the increased demand for power, in Kings County, a new

transmission line carrying 66,000 volts is scheduled for construction in 1965. This line, to be known as number four transmission line, will extend from Charlottetown to the Georgetown area and will involve construction of sub-stations at Emerson and Scotchton.

A switching station will also be built at Lorne Valley at the junction of existing number two transmission line and the new number four transmission line which will form the final link in creating a loop system, making available an alternate feed serving a large part of the County.

Just a little over one year ago, the installed capacity of the plant was increased 60 per cent to 50,500 kilowatts, and company officials are looking ahead to the future and making plans for further expansion to keep ahead of the continued growth of the use of electric service by Island homes and industries.

PIPE PLANT OPENS

REGINA (CP)—The expanding Saskatchewan market for oil and water drilling pipes has led to the opening here of a \$600,000 plant on seven acres for the manufacture of threaded pipe by an automatic process. Elmer Ormiston, manager of the new plant, said previously his company—which owns six other plants on the Prairies—manufactured the pipe in Regina, shipped it to Calgary and then shipped it back to Saskatchewan for sale. The new plant will end the need for such shipment.



MAYOR WALTER COX

Boost in economy great in Ch'town

Every sign, every indication, points to the fact that Charlottetown is entering a phase of the greatest economic expansion ever known in the history of our city.

It is our job as citizens to see that the expansion is not hindered; that no effort be spared to increase its rate of acceleration.

The record of last year is open to all for examination and the strides made in our development then point the way to our future growth. This edition of your paper records what was done and will show what has been accomplished.

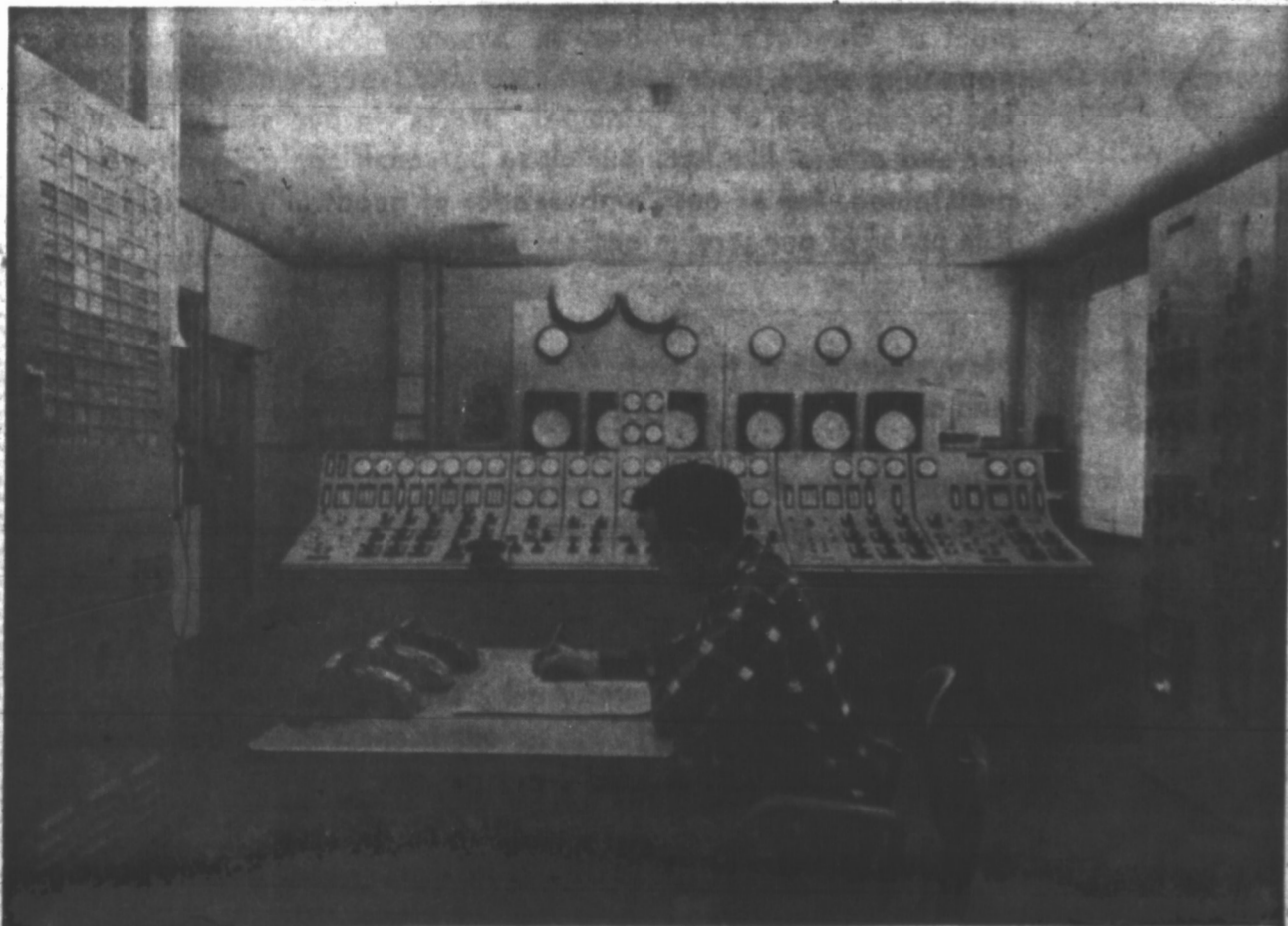
Foremost, I feel, were the acquisition of an effective garbage collection and disposal system, and institution of our new assessment. While our soaring building record speaks for itself, I must mention the new Confederation Memorial Centre—and with it our acquiring the title of the new Convention Centre of the Maritimes.

In this year ahead we shall see restoration of breastwork around Victoria Park; to make it once again the delightful place it has been for generations. We will also see the building of the new addition to Spring Park School; a new shopping mall off Upper Queen Street; a start on one phase of low-income housing, and highly significant, introduction of the proposed master plan for future development.

But before closing I must reiterate my election promise to the citizens of Charlottetown to make every possible effort to hold the line on municipal spending, and thoroughly maintain all essential services with no increase in our tax rate.

Walter J. Cox
Mayor

SWEDES SMOKE LESS
Sales of cigarettes in Sweden in 1964 declined 7 per cent over the 1963 figures.



MAIN CONTROL ROOM AT POWER PLANT

FAMILY GETS THIRD CROWN

Agriculture has productive year, several Island farmers gain fame

Prince Edward Island has experienced its most productive years in the most important agricultural industry and several Islanders achieved national and even international recognition during the year that is past.

The grand championship victory at the Royal Winter Fair in the Ayrshire breed by a cow bred and raised by Keith Boswell and Son, Victoria, was unprecedented. The "Royal Ayrshire Breeders Association of five reports: 'Never before did a Maritime-bred Ayrshire cow, shown by a Maritime exhibitor, ever take the female grand championship.' She was exhibited by S.C. Oland and Son, Lower Eastville, who purchased her from Mr. Boswell early last year.



KEITH BOSWELL

One of the other really outstanding achievements during the year so far as publicity for the province concerned, was the reserve world championship, in seed potatoes scored by Sylvia MacAulay, a 4H Club member from Campbell's Cove. The mailing address is East Baltic RR.

Adding to the unusual aspects of Miss MacAulay's win was the fact she was the third member of her family to win world honors in seed potatoes in the last nine years. Her father, Cyril MacAulay, won the world championship in 1955 and her sister Anne won the world title in 1963. They are Katahdins and it was Katahdins samples from the 75-acre farm that achieved world honors on all three occasions.

PLOWING MATCHES WERE

The Canadian Plowing Championship matches were held in the province for the first time and the Canadian Plowing Match Association president, Alex McKinney, Brampton, Ontario, said it was one of the best ever held. He praised the local committee in charge of arrangements most warmly.

To make the match results more acceptable for Prince Edward Island one of their favorites, Carl Willis, Ph.D. of Charlottetown won the reserve Canadian title. The championship went to an Ontario man, Don Dunkeld, Claremont.

Another Island man, Stanley Willis, Cornwall, competed in the first plowing championship match in Austria—he had won the Canadian title the previous year but either he nor the other Canadian who represented this country, placed among the prize winners.

It is preceded to have a father-son combination in Canadian and world competition in the same year. Carl Willis qualified for the world match which was held in 1966 and was third in a large field at Armo, Northern Ireland, where it was held that year.

FLAX A NEWCOMER

A completely new addition to the agriculture industry was the flax grown in Prince County and in a section of West Queens. Stirred by the initiative of Zeger Salome, Ross Corner, the industry was laid on a close to 1,000-acre volume with producers drawing \$100 on contract for each acre of land on which the crop was grown.

Some of the better growers produced much more than the volume that would justify a \$100 payment, Mr. Salome told this paper and suggested that next year the crop would be produced on a volume or tonnage basis. He was well satisfied with the volume produced per acre last year, he said.

Last arrival of processing machinery held up that part of the work and was not until this month that the work was expected to get righty underway. The previous intention had been to commence processing last autumn.

Potato production is most successful and the price, which approximated \$3.00 per bushel, near the last of January, was expected to bring the largest net return in many years.

Production of slugs over 14 million in 1964 compared with 13.8 million in the previous year but there was no comparison in prices. The prices steadily and ruinously low in the 1963 crop year and most of the crop had been sold when they hit \$2.00 per bag late last spring. Prospects were good from the start of the current crop year, and the price could go even higher, though most people are shipping now to the capacity of available transportation.

Some 6,440 carload equivalents have been shipped from the 1964 crop year to January 26, which compares with 5,645 carloads shipped at the corresponding period in 1964.

Sebagoes continue to almost completely dominate the production picture in volume though many other varieties are grown and sold commercially.

GOOD DAIRY YEAR

Pasture crops were exceptionally good and the lush grazing was reflected in high milk yields and large figures in manufactured dairy products. Quality was also good, dairy superintendent Earl Adams noted.

Hay and grain production was also high though there was the usual late harvesting rush last autumn and some as not harvested until after the first snowfall.

Harvesting has become increasingly late since the farmers have come to depend more and more on using combine work to harvest their fields. Grain has to be much riper to be handled by a combine and long waits are the usual thing to get overworked combine operators into many grain fields.

National parks staying inviolate

OTTAWA (CP)—Resources Minister Laing assured the Ontario Federation of Anglers and Hunters recently that the government will keep Canada's national parks "inviolable."

"There are enough resources of minerals, timber and falling water outside the national parks so that those resources inside can be preserved for Canadians in the years to come."

The minister told a three-day federation convention of some of the mammoth schemes being considered in the United States that, if ever implemented, would have disastrous effects on Canada's wilderness.

The proposed dam at Rampart Canyon on the Yukon River in Alaska would require a 10-

500-square-mile reservoir that would remove the waterfowl nesting habitat. Although it would take some 20 years for the Yukon to fill the reservoir, the U.S. wildlife service had already condemned the project.

PLAN BIG CANAL

A team of engineers in Los Angeles had spent \$2,500,000 studying a scheme that would "pit the entire valley of the Rockies with dams" and create a "great canal across Canada to California." The project would cost up to \$100,000,000, Mr. Laing had told the Commons earlier the Rampart dam "is not considered to be in Canada's best interests at this time."

A Sincere Tribute to the PROGRESS OF P. E. ISLAND

Through the years we are happy to have been associated with the Town of Souris, Prince Edward Island and its progress.

EASTERN FISHERIES LTD. EASTERN PACKING CO.

SOURIS

P. E. I.

Maurice Mill Ltd.

P. E. I.'s Exclusive

Men's Wear Store Keeping Pace With the Times

- With honest, sound, solid merchandising policy to the people of Summerside and area for over a Quarter of a Century.
- We always feature high-quality merchandise that you can trust at prices you can afford.
- When we have a sale it is a real sale of outstanding bargains. Our sales are short, sweet and good or we don't have them.
- We do not dictate styles to our customers... we make a sincere effort to please everyone. The fashion trends of the men's world are always reflected on our shelves and racks.
- Every effort is being made to make our service complete—complete size ranges... complete style ranges... complete alteration service... complete satisfied customers.

Maurice Mill Ltd.

CLOTHING OF DISTINCTION FOR MEN

Water Street

Summerside

