

Milestones in Development

of philanthropic ventures that went sour. I can think of two in our own Province—the Dalton Sannatorium project and the MacDonald Consolidated School. In both cases I believe that the benefactors were let down primarily because of lack of vision on our part. Our thinking had not advanced to the stage where the need was generally realized, and government was too cautious, too practical. In the thirties we very nearly let slip through our fingers what is now our most effective instrument for general education, our provincial system of free public libraries, initiated on a generous scale by the Carnegie Corporation. It was a close thing.

"This is why I think we should celebrate our good fortune in that Mr. Cotton's gift came at the right time and in the right amount, that his wise decision was on a point of need, that we had a leader in government with the vision to see beyond the customary and accepted routine, that there was available the man in Prince Edward Island, Mr. Robert Snazelle, with the knowledge, enthusiasm, the organizing ability, and most important, the right touch with people, to carry out the project; and finally, that we had an organization, the Rural Beautification Society, the bold and imaginative creation of Col. Johnstone, which publicized the need for rural beautification and set a standard. We can be proud that we have succeeded with two closely associated institutions which are unique in Canada.

First Steps

"Once a project is successful there are always those ready to say that it was inevitable. They are even ready to take it over and improve on the work of those who pioneered; but I am sure there were many who felt and said in 1946 that Mr. Cotton's scheme was user folly. He must at times have been discouraged. But pioneers don't stay discouraged. It was the kind of struggle our late Premier loved. Plans were made, a Board of Trustees was established to administer the Trust Fund—a Board composed of the manager of the Eastern Trust Co., the Minister of Education, and Mr. Cotton. Lend was acquired just across the Hillsborough Bridge and in 1949 the nursery buildings, greenhouses, and manager's home were started. They were completed in 1950 and Mr. Snazelle assumed full charge at that time.

"Within the past four years the place has been transformed. Grow-

ing things, especially trees and shrubs, normally have a leisurely sense of time but it seems to me that they jog along a little faster for Mr. Snazelle than for the rest of us. The nursery now covers about eight acres, three of them closely planted in shrubs, the rest recently acquired to give him some elbow room. The nursery also has a lease of six acres near Southport, a permanent planting in pines.

"The nursery's aim is to supply the people of the Province with planting material at cost. The cost is amazingly low and to our people makes the difference between having and doing without. The nursery handles shade trees, fruit trees, shrubs, vines, small fruits, perennial plants and bulbs in a variety and quantity to satisfy the most eager gardener.

"Does it fill a need? Well, from April of last year to this April the nursery had 2100 orders. In the past four years Islanders bought more than a quarter of a million tulips, daffodils, scillas, crocuses and other bulbs. Sales of nursery stock last year came to \$18,000. The nursery, which operates under our Provincial Department of Industry, certainly never anticipated such a volume of business. There is some government assistance, but the whole project involves very little actual government expense.

Rich Variety

"Some of the things on sale this spring are 2000 fruit trees—standard and dwarf apples, pears, cherries and plums; 3000 small fruits from gooseberries to grapes; 5600 roses, 300 rhododendrons and azaleas, 900 maples in variety, and a vast array of flowering shrubs and evergreens. Most of this comes from Holland, some fruit trees from Ontario and New York State, some roses from England, high bush blueberries from British Columbia.

"One of the best features of the Nursery is its introduction of many plants which are hardy here but have never really had a try. Nut trees are an example, also certain varieties of peaches and apricots and a growing list of rhododendrons. Mature stock and proper cultural practices are the secrets in many cases. Incidentally, plant inspectors state that it is the best and cleanest nursery in the Maritime Provinces. There is nothing quite like it elsewhere and you can take visiting friends and tourists to see it with pride.

"I am sure it must give Mr. Cotton a grand sense of accomplishment to see his dream coming true. And what a pleasant way he has chosen to be memorialized—in the great oaks, beeches, map-

les and evergreens that will be flourishing a hundred years later, and their descendants for the next few thousand years until the time comes when, as geologists say it must, the Atlantic seaboard sinks gracefully beneath the waves. In this present moment of time with its gift of green growing things that add pleasure and beauty to our lives we can only say, thank you, Mr. Cotton.

Unique In Canada

"If the Cotton Memorial Trust is unique in this country, so also as far as we can learn is the Rural Beautification Society in its scope and continuity. At least others say so, and the Community Planning Association has paid us the compliment of publishing a special booklet about the Society's work. The Society began, as I have mentioned, on the initiative of Col. Johnstone and you have only to visit the Johnstone farmstead at Burlington to understand why. It is a model of landscape interest and it is evident that though his vocation is the operation of a splendid farm, his avocation is that of landscape artist.

"In the spring of 1946 in a series of letters to the press Col. Johnstone proposed that a concentrated effort be made to improve the 12,000 farm homes of the Province, many of them unpainted and untidy after the war years when manpower was drained from the farms and food production was the chief consideration. The proposal was well received and a small group of public-spirited men associated themselves with Col. Johnstone to form the nucleus of a Rural Beautification Society. They were generously assisted by the Department of Agriculture and announced a competition for the improvement of rural homes in the 1946 season.

"The result was so encouraging that the group planned a continuing program, and incorporated as a non-profit organization in the spring of 1947. Mr. Ernest D. Reid as secretary of the Society for the first three years did much to make it a success. The objects of the Society are: 1. To encourage greater interest in the care and improvement of rural homes, schools and community-owned buildings such as churches and halls; 2 to encourage young people to follow rural pursuits by making rural surroundings more attractive; 3 to foster a better community spirit by encouraging cooperative efforts on community projects. The means of achieving these objects has been by annual competitions.

Numerous Classes

"There are classes for home improvement, for outstanding homes,

for building improvement, school improvement, flower gardens, for community improvement, rural cemeteries, roadside planting. There are special prizes for war veterans and new settlers. In all about 1200 entries have been received in the past eight years or 150 each year. This may not seem like much but it does not begin to measure the influence of the program. One prize-winning effort in a community acts as a stimulus to others, and for every competitor there are several others who are undoubtedly spurred on to improve their farmssteads without making a formal entry in the competition.

"The contest runs from about the 1st of May to the 1st of September and means a really strenuous effort for the farmer at a time when every bit of help is needed on the land. Yet somehow people manage to accomplish amazing things. It is interesting to note the number of young men and women among the prize winners, and the results of father-son partnerships. And it is obvious how much pleasure everyone gets from the improved home surroundings. The place stays improved.

"We have three judges, one for each county, who visit the farms in May, assess the situation, and photograph it. In September they repeat the process. Final decisions for top awards are made by a special panel of judges.

"The big event of the year for the Society is its annual dinner and meeting in October. All competitors are members of the Society for the year and are invited to attend. The Society then makes its awards, exhibits photographs of winning entries, discusses the year's program and elects new directors. Nearly 200 attended last year's meeting and a fine family gathering it was.

"Financially the Society operates on a very small budget considering what it has to do. Out of a total of \$4500 nearly \$3000 goes for prizes, the rest for advertising and judging. The Department of Agriculture contributes \$2750 and a few business firms have enough faith in the project to donate the rest.

"The fruits of the effort are beginning to show. I hope you will agree that there are more well-kept attractive farms this year than there ever were before. There are whole areas we can point to and say this and this was accomplished through the Rural Beautification Society. Col. Johnstone through his initiative, his sure knowledge of conditions, and his great enthusiasm, can be proud of the work of the Society and I know our Island people are grateful for his untiring devotion to a cause from which all benefit."

Easter

especially for



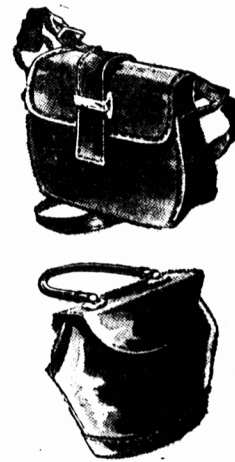
As lovely and spirit lifting as spring itself are these captivating accessories that compliment new spring fashions.

Floral Enchantment for Spring Fashions - - -

Where do flowers go? - - - to the ear, and very prettily too. Clusters of compliments to add femininity to the feminine fashion season. Earrings of lilac blossoms, rosebuds, daisies and apple blossoms.

Jewelry

set for a costume



Gloves

at such practical prices! —like this smartly styled slip-on in washable 40 denier double woven nylon. Your choice of exciting colors.

Bags

tuned to tote



HANDBAGS

In rich spring colors and styles in plastics, calf and Morocco leather. Priced for

\$1.98 to \$25.00



UMBRELLAS

Dashing new spring designs, colors and styles. Plaids—Roman stripes and solid colors.

\$2.95 to \$7.95

EVENING BAGS

sparkling gold and silver interwoven designs — also black, priced from

\$3.50 to \$7.95

BANDANNAS and SCARVES

Colorful new spring designs in Nylon and Pure Silk.

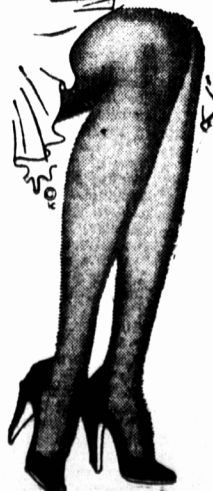
98c to \$4.95



HOSIERY

Perfect compliment to Spring's airy, open shoes are these sheer filmy—Sheer Nylons. Flattering new spring shades by Kayser — Gotham — Orient.

\$1.35 to \$1.75



STOLES

from the palest of pinks to the most dashing of reds are stoles, stoles are color conscious—Nylon pastels with deep fringe.

\$2.95 each

Ultra feminine

for Mother
for you

Nylon lingerie . . . Always Welcome . . . always wonderful. A happy gift for Mom. A luxurious necessity for you . . . feels precious, requires little upkeep. Come see our prettiest group yet!



CHARM SLIP

What is more pretty for an Easter gift than a lovely Luxite Nylon Slip? It's a brilliant thought in white, blue, pink and black - - - in short lengths also.—Sizes 32 to 44.

\$7.95



"CHARM GOWN"

Magic Nylon from top to toe! It's deep yoke and wide straps are of sheer mesh and frothy lace. It's elastic hugged waist, sweeping into a full flounced skirt—charming in rose, white and blue—sizes 32 to 38.

\$14.95 each

Flare Style CHARM PANTIES

To Match
\$3.95



Brief Style CHARM PANTIES

To Match
Sizes 5 to 9
\$2.95

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