

# ISLAND NEWS PAGE

Alberton and West Prince County

The Guardian, Charlottetown, Fri., Feb. 9, 1962.

## Marketing Practices, Livestock Are Topics

Provincial marketing director, Reid Sangster and livestock director, Lou Roper were featured speakers recently at the agricultural short courses, sponsored by the department of agriculture, in Alberton and O'Leary.

Mr. Sangster dwelt at length on two of the main problems in the marketing field. "In some cases, particularly in the potato industry," he said, "a surplus of the product is one of the reasons for low prices. Poor marketing practices on the part of certain people, of both large and small organizations, in seed and table stock markets also contribute to low prices."

"Another problem is the shortage or lack of continuous supply of many products. In many market areas the people whom we expect to buy from are looking for an almost around-the-calendar supply."

The marketing director maintained that no method has yet been found in marketing that can beat the success of personal contact between buyer and seller. "We need to get out and sell," he said.

"A good example of this," the marketing director said, "is Central Creameries of Charlottetown who have done an excellent job of presenting their products to the people of the Maritimes."

"This organization has gone out into serious competition that is provided by the products of organizations that have spent millions of dollars on advertising and has done a real selling job."

"I think this should be the attitude of all Island business firms in all phases of marketing."

## W. Prince Legion Zone Rally Set

ALBERTON — A Royal Canadian Legion rally for the five branches in the West Prince zone will be held in Alberton this evening. Delegates and members from all branches are expected to be present.

Arrangements for the rally were completed by the host branch at its regular meeting Wednesday night. The recently installed president, R.D. McKinnon, presided.

Arrangements were also completed for the provincial Legion rally in Alberton next week.

## LIVESTOCK TOPIC

Development of the province's livestock industry was Mr. Roper's topic.

## Too Late To Classify

ACCOMMODATION FOR working men or students. Dial 4-875.

WANTED: MALE COOK, experienced. Write Box 5878 care of Guardian-Patriot.

FOR SALE: CHESTERFIELD and chair; two armchairs, suitable for cottage; also propane gas range. Phone 4-6089.

ATTENTION Main Brass members and guests. Bingo Saturday night, Feb. 10.

## Tignish Shore Man Passes

TIGNISH — Arthur Gaudet, Tignish Shore, passed away suddenly Wednesday evening at the home of a neighbour where he had gone to play cribbage.

Mr. Gaudet was born in De-Bios 66 years ago, a son of the late Mr. and Mrs. Melan Gaudet. He was a veteran of the First World War and worked for a number of years for Myrick and McIntosh Ltd. He was caretaker at Tignish post office for a number of years.

Surviving besides his wife, the former Alma Chaisson, are two daughters, Julia, Mrs. John Pitre and Olive, Mrs. William Peters. There are also 18 grandchildren.

## Trinity YPU Has Speaker

A talk on the results of a nuclear attack and what the people of P.E.I. could do to lessen the effects of radiation was delivered by Norman Stewart at the regular meeting of Trinity Y.P.U. held Tuesday evening.

Worship service was conducted by Dianne Gard and Bonnie MacKie. The sing-song was led by Peter Meerburg.

## Young Adult Club Of Trinity Meets

The regular meeting of the Young Adults Club of Trinity Church was held Tuesday evening at the home of Mr. and Mrs. William Cameron with 20 members present.

A short business meeting was conducted after which Rev. Clayton Lewis gave a most interesting address on the doctrine of the Trinity.

Miss Greta Hansen showed her slides of the European countries that she had taken during her recent stay there. They were very much enjoyed by the group.

## VITAL CROP

Cotton exports account for about 25 per cent of Egypt's agricultural revenue.

## WEATHER

TORONTO (CP) — Temperatures:

	Min.	Max.	Night Day
Dawson	6b	4	
Vancouver	46	51	
Victoria	46	52	
Calgary	9	31	
Regina	7b	31	
Winnipeg	22b	3b	
Toronto	11	23	
Ottawa	1b	17	
Montreal	7b	19	
Quebec	11b	10	
Fredericton	16b	22	
Saint John	8b	21	
Moncton	4b	18	
Halifax	5	25	
Charlottetown	3b	19	
Sydney	1	18	
Yarmouth	4	26	
St. John's, Nfld.	9	16	

HALIFAX (CP)—The weather office says little change is expected in the weather today.

Regional forecast: Halifax and vicinity, eastern shore, Cape Breton: Clear except for a few cloudy intervals with light snowflurries; little change in temperature; light winds. Low-high at Halifax 18 and 25, Goshen and Sydney 10 and 20.

South Shore, Annapolis Valley: Clear except for a few cloudy intervals with light snowflurries, becoming cloudy by evening; little change in temperature; light winds increasing by evening to south 15. Low-high at Yarmouth 20 and 28, Kentville 8 and 25.

Northern Nova Scotia, Prince Edward Island, Eastern N.B. counties: Clear and cold; light winds. Low-high at New Glasgow 10 and 20, Charlottetown 8 and 20, Moncton 8 and 15.

St. John River Valley: Clear, clouding over this evening; continuing cold; light winds. Low-high at Fredericton 5 below and 15 above, Saint John 3 below and 15 above, Edmundston 10 below and 8 above.

Bay of Chaleur: Clear and very cold; winds light. Low-high at Campbellton 15 below and 9 above.

High tide today at Charlottetown at 1.43 a.m. and 2.21 p.m. At Rustico at 9.35 a.m. and 9.30 p.m. Summerside tide eighteen minutes later than Charlottetown. Sun rises today at 7.01 and sets at 5.28.

### HIGHLIGHTS OF THE YEAR

	1961	1960
INSURANCE IN FORCE.....	732,873,256	\$654,007,780
NEW INSURANCE.....	143,984,669	112,583,923
POLICY RESERVES.....	102,742,259	96,094,085
TOTAL ASSETS.....	125,199,275	116,770,980
TOTAL INCOME.....	22,114,527	20,039,370
SURPLUS (including Investment Reserve).....	8,991,709	7,773,201
AVERAGE RATE OF INTEREST (NET).....	5.47%	5.32%

Copies of 72nd Annual Report and Securities Portfolio will be mailed upon request

**THE EXCELSIOR LIFE Insurance Company**

Head Office—Toronto Branches in Principal Cities in Canada from Coast to Coast

# SHOP AT EATON'S AND SAVE SATURDAY 2 P.M. SPECIALS

On Sale at 2 P.M. Saturday and remains on sale while quantities last. No Phone or Mail Orders on these Specials, Please!

<b>Plaid Skirts</b> Rayon and wool skirts in assorted plaids. Sizes 12, 14 and 16. 2 P.M. Special, each <b>1.99</b>	<b>Terry Hand Towels</b> Assorted colours. Size about 16 x 26". 2 P.M. Special, pair <b>98c</b>	<b>Plastic Tablecloths</b> Flannel backed tablecloths. Assorted colours. Size 54 x 54". 2 P.M. Special, each <b>2.49</b>	<b>Linen Tablecloths</b> Embossed pattern on white linen. Size 50 x 50". 2 P.M. Special, each <b>1.49</b>
<b>Bordered Flannelette Blankets</b> Good quality cream coloured flannelette blankets with bar border in rose and blue. Hemmed ends. Double bed size 70 x 90". 2 P.M. Special, pair <b>3.99</b>	<b>Clearance of Women's and Girls' Shoes</b> Women's T-strap dress shoes with rubber heel. Leather and suede uppers. Sizes 5 to 9. 2 P.M. Special, pair <b>2.99</b>	<b>Women's Flannelette Sleepwear</b> Pyjamas and gowns in assorted prints. Sizes small, medium and large. 2 P.M. Special, each <b>2.49</b>	<b>Nylon Double Knitting Yarn</b> A wide assortment of colours. About 1 oz. ball. 2 P.M. Special, ball <b>39c</b>
<b>Women's Dress Pump</b> High heel black pump with rhinestone trim. Sizes 5 to 9. 2 P.M. Special, pair <b>1.99</b>	<b>Teen Coats</b> Spring and summer coats. Long lengths. Sizes 16 only. 2 P.M. Special, each <b>5.99</b>	<b>Teenager's Shoes</b> Beige suede flats with ripple sole. Sizes 5 to 9. 2 P.M. Special, pair <b>2.99</b>	<b>Clearance of Slips</b> Assorted styles and trims in various colours. Sizes 32 to 40. 2 P.M. Special, each <b>1.99</b>
<b>Women's Brown Shoes</b> 2-eye tie shoe Squash heel. Sizes 5 to 9. 2 P.M. Special, pair <b>2.49</b>	<b>Women's House Dresses</b> Assorted cotton prints. Sizes 14 to 20. 2 P.M. Special, each <b>1.99</b>	<b>Garment Bags</b> Assorted garment bags in different sizes. Heavy quilted plastic. 4.98 to 6.98 value. 2 P.M. Special, each <b>2.98</b>	<b>Jiffy Bind</b> The new plastic carpet binding. Just paint it on. Assorted colours. 2 P.M. Special, tube <b>50c</b>
<b>Teen Slims</b> Highly styled iridescent fabric nylon and cotton in assorted colours. Sizes 12, 14 and 16. 2 P.M. Special, each <b>3.49</b>	<b>Wind Bonnet</b> Nylon hair-do hood, beautifully styled for that exquisite look. Black, white, pink and blue. 2 P.M. Special, each <b>25c</b>	<b>Wall Bracket</b> Attractively carved light wood in three sizes. 2 P.M. Special, set <b>1.49</b>	<b>Plastic Doilies</b> Green, blue, pink, yellow. Sets of 4" and 8" sizes. 2 P.M. Special, set <b>25c</b>
<b>Clearance of Loopella Yarn</b> A wide assortment of colours. Sufficient in some lots for sweaters. 2 P.M. Special, each <b>63c</b>	<b>Women's Nylons</b> Seamless mesh nylons knit on 400 needle machine. Beige shades. First quality. Sizes 9 to 11. 2 P.M. Special, pair <b>69c</b>	<b>Clearance of Blouses</b> Women's and teenager's blouses. Good quality cotton in assorted patterns. Sizes 12 to 18. 2 P.M. Special, each <b>88c</b>	<b>Clearance of Leotards</b> Children's leotards. Wool and nylon also stretch nylon. Broken size range. 2 P.M. Special, pair <b>1.59</b>
<b>Stamped Mats</b> Smart designs. Size 24 x 36". 2 P.M. Special, each <b>69c</b>	<b>Men's Work Socks</b> Wool and nylon work socks. One standard size. 2 P.M. Special, pair <b>41c</b>	<b>Clearance of Scarves</b> Silk scarves in assorted patterns and colours. 2 P.M. Special, each <b>50c</b>	<b>Men's Hose</b> Wool and nylon standard hose in fancy patterns. Fits sizes 10 to 13. 2 P.M. Special, pair <b>53c</b>
<b>Boys' Hose</b> Wool and nylon stretch hose. Sub-standard. Fancy patterns in a wide range of colours. Sizes 9 to 11. 2 P.M. Special, pair <b>47c</b>	<b>Paper Lace Bridge Sets</b> 8 place mats, 8 square doilies and 8 round doilies. In cello package. 2 P.M. Special, pkg. <b>23c</b>	<b>Remington Electric Razors</b> With new miracle roller comb. Complete in black case. 2 P.M. Special, each <b>13.99</b>	<b>Activity Boxes</b> Children's activity boxes. Toy maker cards to push out and lace up, first sewing cards, follow the dots, etc. 2 P.M. Special, box <b>19c</b>
<b>All Occasion Cards</b> Radiant pastels. 16 cards with envelopes. Neatly boxed. 2 P.M. Special, box <b>57c</b>	<b>Placemats</b> Paper placements with dainty cut-work design. Size 16 x 10 1/4". 18 in package. 2 P.M. Special, pkg. <b>29c</b>	<b>Alarm Clocks</b> Gold coloured case with luminous dial. 2 P.M. Special, each <b>2.23</b>	<b>Cigarette Case and Lighter Set</b> Alligator with chrome trim. 2 P.M. Special, set <b>1.39</b>
<b>French Purse</b> Plastic in colours beige, black, wine and brown. 2 P.M. Special, each <b>2.97</b>	<b>Billfolds</b> With matching key case. Top grain cowhide. 2 P.M. Special, each <b>2.97</b>	<b>Electric Wall Clock</b> Super quiet self starting motor. Colours pink with black numbers. 2 P.M. Special, each <b>3.99</b>	<b>Golden Milk Buds</b> Good quality milk buds. 14 oz. box. 2 P.M. Special, box <b>69c</b>
<b>Chocolate Cherries</b> A special treat for the whole family. 2 P.M. Special, lb. <b>79c</b>	<b>Nail File</b> Good quality file about 5" length. 2 P.M. Special, each <b>9c</b>	<b>Minute Shave</b> Seaforth Scotch Heather minute shave. 10 oz. tin. 2 P.M. Special, tin <b>99c</b>	<b>Noxzema Skin Cream</b> A medicated skin cream. 4 oz. jar. 2 P.M. Special, jar <b>29c</b>
<b>Boys' Lined Jeans</b> Full boxer waist, sanforized, double knees, flannelette lining. Blue denim and gold coloured cotton cord. Sizes 6, 8 and 10. 2 P.M. Special, each <b>2.49</b>	<b>Odds and Ends</b> Underwear counter. Odd pieces of underwear, fleece lined, thermal, English interlock. Broken size range. 2 P.M. Special, each piece <b>1.00</b>	<b>Mantel Radio</b> 5 tube, National make radio in assorted colours. 2 P.M. Special, each <b>21.95</b>	<b>Children's Breakfast Set</b> 3 piece set consisting of mug, cereal bowl, and plate of heavy pottery. 2 P.M. Special, set <b>1.29</b>
<b>Cake Carrier</b> Metal cake carrier. White with yellow trim. Floral decoration. 2 P.M. Special, each <b>1.69</b>	<b>Aluminum Percolator</b> Bakelite handle. 6 cup size. 2 P.M. Special, each <b>1.05</b>	<b>Insulated Teapot</b> Insulated crockery teapot. 5 cup capacity. 2 P.M. Special, each <b>1.09</b>	<b>Wallpaper</b> Odds and ends of sidewall pattern for bedroom, sitting room and halls. 2 P.M. Special, single roll <b>15c</b>

<b>CLEARANCE of VENETIAN BLINDS &amp; TRAVERSE RODS</b>	Double traverse rods with draw cords. Sizes 66" to 120". Regular 6.00. 2 P.M. Special, each <b>3.40</b>	Single traverse rods with draw cords. 48" to 84". Regular 5.30. 2 P.M. Special, each <b>2.69</b> 36" to 48". Regular 1.79. 2 P.M. Special, each <b>89c</b>	Venetian blinds. Colour white or eggshell. Various sizes. Regular 4.95 to 16.69. 2 P.M. Special, each <b>1.95 to 3.95</b>
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### CLEARANCE OF "TRADE-IN" FURNITURE

<b>Chesterfield Chair</b> One only. Red, good condition. 2 P.M. Special, each <b>9.99</b>	<b>3 piece Bedroom Suite</b> Dresser, chest, panel bed, size 54. 2 P.M. Special, suite <b>39.99</b>	<b>2 Pc. Chesterfield Suite</b> 2 P.M. Special, suite <b>24.99</b>	<b>Dinette Suite</b> Table and 5 chairs. 2 P.M. Special, suite <b>19.99</b>
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OPEN SATURDAY 9 a.m. to 5:45 p.m. T. EATON CO. CHARLOTTETOWN BRANCH

## THINK WHAT THE WHITE CANE MEANS . . .

# HELP THE BLIND

Each Year More Than **2000** Of Your Fellow Canadians Become Blind

You can take an active part in the fight against blindness and the reduction of accidents with these 3 weapons:

- Prevent it
- Cure it
- Improve the lives of those already blind

● Always lead or guide

● Offer your arm

● Make sure the blind person is going in the right direction when you leave.

THIS IS WHITE CANE WEEK

### Be Considerate. Use These Helpful Hints

NO MYSTERIOUS SIXTH SENSE

Blind people have no special powers. Instead of a sixth sense, blind people develop their remaining senses. They listen hard, concentrate keenly, read by Braille and use their ingenuity to make up for sight.

SOME BLIND PEOPLE SEE

Not all blind persons are totally blind. Some see a short distance. Others see through a curtain of mist—like looking through a frosted glass. Low vision has great differences, but whatever their vision, they will appreciate your guiding arm at street corners and your good sight when reading menus, looking up phone numbers and whenever a strong pair of eyes is needed.

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