

Alberton boasts attractions to lure summertime visitors

Progress has many aspects. One of a material nature can be recorded in terms of industrial construction of buildings, public services, etc. There are other aspects of progress which are measured in concrete terms but concerning which ordinary citizens might well take victory concerning himself and his community. They have to do with religion, culture, education, citizenship, community spirit and co-operation.

The past year has produced a number of assets in regard to entertainment for both tourist and residents.

In January the Westerner Motel opened its doors to the travelling public. The attractively designed building comprises 25 rooms of accommodation, dining room and lunch counter. Each unit is equipped with every modern convenience and its interior decor is second to none. The proprietors are Peter Pope and Greelman MacArthur of Summerside. Mr. and Mrs. Charles Gordon are the efficient and courteous manager.

The spacious Princess Pat Drive-In Theatre at Cascumpe was opened in August. The large glass-enclosed tower stands out against the background of beautiful Goose Harbour with sand which is the best in the province. Equipment is of the most modern type and there is a large screen for the showing of the latest feature. There are speakers for two hundred and fifty cars.

Refined and comfortable accommodations are conveniently located. Two roadside cafeterias were erected just last summer. At one of them the popular soft ice cream is a specialty.

Last summer's rainy weather resulted in a new interest for tourists visiting the island. It began on a small scale in the "Maple Tree Craft" workshop of Herbert Leavitt through the agency of Mr. Leavitt and his assistant, Kenneth Gidley, several families from Connecticut and one from Toulouse, France. The delight and satisfaction evidenced in this creative activity were indicative of the wide-spread revival of interest in the status of a "Class B" fair in 1962. From a modest beginning with an afternoon show some 28 years ago,



REGIONAL SCHOOL WAS MAJOR ADDITION TO TOWN OF ALBERTON

This early autumn attraction for tourists and local residents now fills two crowded days, and \$5,000 was paid out in prize money. The quality of exhibits, especially in the livestock classes, improves every year and the number of entries is continual on the increase. New features and interests are added to a fair each year.

Unique in this province and perhaps in a much larger area, is Alberton's Aquatic Day. Instituted in 1955 by Earl Atkinson, it began as a long distance swim without sponsor or prizes. Its popularity and its growth have been spectacular. While a long swim is still the main event, new attractions are added each year. New trophies and a very large number of prizes were donated this past year. Shorter swims, boat races, demonstrations of stunt diving and skin diving, and exhibition of swimming skills arranged for the Red Cross were all included in this season's program. For a 100 years now Aquatic Day has been sponsored by the Alberton and West Prince Branch of Trade, Entertainment and local industry.

The annual Alberton Aquatic Day event in the fishing boat race every entry except one had been built at the boatshop of the Alberton Industries and that one exception had been built by its owner at Alberton. This is a boat shop continues to employ a number of local men who turn out boats which are a source of pride and satisfaction to the whole area. Last year's output included two boats for the department of northern affairs.

A new local industry, the manufacture of concrete blocks, was established on a small scale last summer by Stephen Burke of Alberton.

An increased acreage of tobacco in Alberton and vicinity resulted in good growth but, unfortunately, early frost inflicted damage to the crop and final results were a bit disappointing to the growers.

More people in the Alberton area are becoming interested in beef cattle and last year saw a remarkable improvement in these herds. A judge at the exhibition last fall expressed the opinion that some of the animals entered there would not be out of place at Toronto's Royal Winter Fair.

Another feature of Alberton's progress in 1962 has been advancement of public services.

Chief among these is the new federal building which was opened for business last March. Besides the Post Office, the \$50,000 structure houses offices for the Department of Fisheries and the Department of Agriculture.

During the summer the West-

Artificial breeding is 50 per cent

Slightly more than 50 per cent of Prince Edward Island's cowbreeding age has been bred artificially. It has been learned from H. H. Kelly, provincial director of veterinary services. The total number has increased to 22,169 in 1962. There was a 4.4 per cent increase last year over 1961.

The plan was established in 1955 with the Eastern Prince of Summerside and in June 6 of that year. The fee was set at not less than \$4 and not more than \$5 by act of the legislature. Semen should be purchased from the New Brunswick Artificial Insemination Co-operative, and P.E.I. would have representatives on the sire selection committee.

The concept on rate of 66 per cent compares favourably with the committees experience in other provinces, it is learned from Dr. Kelly who said there is general satisfaction with the program here which has grown from 1961 which some 40 per cent of Island cows were bred artificially, though some breeders in 1961 would have registered in two of the Island's units.

Units are in operation at Cornwall, Cape Breton, Kings, Eastern Prince, Hillsboro, Kensington, Montague, Morel, New Glasgow, Tynes, Tyne Valley, York and West Prince.

NINE BULLS

Nine bulls are in the New Brunswick - P.E.I. unit's bull battery at Fredericton from P.E.I. herds. There are two Holstein bulls from the herd of Oswald J. Newson and Son, Kings; two Jersey bulls from the herd of P. J. MacTae and Son, Sherwood; one Hereford sire from the herd of Tom and Miller Sanderson, North River and Dual Purpose Shorthorn sires from the herds of Daniel Jewell, North River and Waldron MacDermid, Elmwood.

Added to the unit recently is a sire from a world famous Ayrshire Scottish herd, Leveson Scott Celtic Event "which has been purchased by the Nova Scotia and the N.S. - P.E.I. units. The bull will remain at the Nova Scotia unit for two years, though semen will be available to breeders here, and then he will be moved to the unit at Fredericton.

Jersey cattle topped the list

in percentage of animals set with 73 per cent conceptions. Herefords ran 69 per cent, Hinstons 67, Angus 66, Dual Purpose Shorthorns 65, Scotch Shorthorns 62, Ayrshires 61 and Guernseys 60.

Calves of the Angus and Hereford breeds cannot be registered until they are 18 months of age usually given, Dr. Kelly said.

The Joint Dairy Breeds Committee has recommended that regulations be enforced with which all units selling semen will be expected to conform.

The units must maintain and sample a substantial number of young sires with acceptable pedigrees, to acquire all the information available about the breeding abilities of those sires and to adequately publicize the good and the bad points that may be discovered, so as to provide breeders with the fullest possible information for determining a breeding program.

The committee suggests that young sires should be retired from service after being tested. The results of their service become apparent and the true worth of the sire can be evaluated.

Emphasis is also laid on the need of safeguarding the accuracy of pedigrees recorded in the N.B. - P.E.I. unit, though the high plus factor of 10.5 animals is dead, had an unusu-

The Greatest Years of Progress Since 1873 . . .

1957 to 1963

Since the election of a Conservative government in Ottawa, and a Conservative government in P.E.I., this province has shown remarkable progress and development, the like of which has never been achieved by any administration since the Island joined Confederation in 1873. This record of unprecedented progress and achievement is a Conservative record . . . put into effect by Conservative administrations . . . and ably looked after by Conservative Members of Parliament. History will record the indisputable fact that these years have truly been the years of growth for Prince Edward Island.

- direct payments from Ottawa increased from 5 1/2 to 12 1/2 millions annually.
- new ferries at Borden and Wood Islands.
- nearly 3 million for Confederation Memorial Building.
- over 5 million for national parks.
- over 7 1/2 million for Roads to Resources.

These Years of Progress Came About With Conservative Governments and With Conservative Representatives from the Island.

Here's snow agriculture dept. provides help for farmers

A wide variety of services is offered by the provincial department of agriculture through its various divisions. The department is under the minister who at present is Hon. Andrew MacLean and the administration is under the deputy minister, S.C. Wright.

The dairy division is under the direction of Henry J. MacDonald, superintendent with Earl Adams as his assistant. Some of the dairy herd improvement programs which started several years ago.

Also under this division is the task of collecting samples for check testing from the various dairies in the province.

There are also two fieldmen who work on the problem of quality with dairy plant managers. If the quality problem originates with the supplier, the fieldman visits him and tries to help him. If it is a matter of workmanship, the work is done with the plant manager and the staff. The testing laboratory is on Great George Street in the old marine and customs building.

S. C. WRIGHT

Department and that, Mr. Wright explains, is because Mr. Sangster is the housing commission chairman.

POULTRY DIVISION

The poultry division is under the direction of Gerald Johnston who works with the approved flock breeders who support the poultry industry's hatcheries. He works also with the Canada department of agriculture, for example, in conducting a testing program with Ralph Raynor, a Mr. Herbert Poulterman.

Work with the poultry crop at Summerside is another phase of the division of horticulture under the direction of William Sterns who works closely with producers of crops for the food processing plants, and also does some experimental work on vegetable varieties. Mr. Sterns works in close co-operation with the small fruit grower.

The field crops division is under the direction of Dave Rogers. The division has been working since last fall, but will be University doing post-graduate work.

This division has a been responsible for such things as the control of pasture conditions, cleaning and treatment of grain and the steaming and sterilizing of hay. The division is in the effort to control the spread of potato infections.

The veterinary division is supervised by Dr. H.H. Kelly, director of veterinary services for the province who is in charge of the policies concerning the health of livestock.

LIVESTOCK

The livestock division is under the direction of L.W. Roper who works with the producers in the effort to improve quality and quantity of livestock in the province. Mr. Roper has planned and directed trips to farms and other agricultural establishments in Ontario.

The importation of large-scale imported pure-bred breeding stock, mostly from the U.S., is a major part of his work. His division plays a major role, for example, in the present move to increase quality and quantity in beef production.

The Women's Institute program has long been of major importance to the rural districts of the province. Many of the first signs of social movement in the women's institute school facilities. Import at the work is always in evidence.

The division is in charge of the work of the H.G. Gorman Club.

Handicraft courses that have been organized by local women's institutes over a number of years also come under the direction of Miss MacLeod.

The marketing division is under the direction of Miss Red Sangster and that of the department work is covered elsewhere in a separate story.

Surprisingly, perhaps, the work of the provincial housing commission also comes under the administration of this de-

TOBACCO TOPS LIST

Dr. Kelly works closely with the 10 practising veterinarians in the province, keeps in close touch with the various livestock associations and is in

NOT TOO LATE

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Sun Life Assurance Co. of Canada

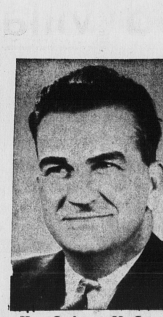
Inquiries without obligation are invited:

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H. BENNETT CARR
Mrs. D.G. ROGERS
AUSTIN PENDERGAST



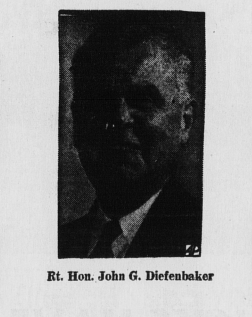
Hon. J. Angus MacLean

The Charlottetown local office of the NES is proud of the contribution it has made to the economic life of Prince Edward Island. During the year 1962 the following services were rendered to employers and workers:

- EMPLOYMENT SERVICE**
- 4478 men and women
 - Unemployed persons placed on Vocational Training Courses
 - 130 men and women
 - 800 boys and girls
- Number of High School Students counselled in career selection



Mrs. Margaret Macdonald



Rt. Hon. John G. Diefenbaker



Heath Macquarrie



W. R. SHAW



Dr. Orville Phillips

This . . . is the team which has so ably represented the Island . . . which has so ably put into effect the legislation which brought about the greatest years of progress in Island history . . . this is the team, with Mr. Lorne Monkley replacing Senator Dr. Orville Phillips, which will continue to blaze new paths of progress in the future . . . paths of progress for every Islander . . . every Island endeavor.

A Conservative Government in Ottawa . . . and in P. E. I. . . . Will Ensure a Future of Even Greater Progress!

The National Employment Service is a Free Nation Wide Service.

National Employment Office

DOMINION BUILDING

Charlottetown, Prince Edward Island