

Rural beautification sparks Island change

Just as beauty, whether it be of face or form or color or tone is a part of cultural life so is the beauty which is scenery which is to be in a resort area or in the rustic farmyard.

Because he had observed on a small scale an attempt to bring beauty to rural areas, Lieut. Gov. E.W. Johnston, Burlington, P.E.I., conceived the idea of making it work on a provincial basis. He tested his thought in conversations all over the Island and became convinced it was practicable.

The next step was to approach the provincial government and larger business houses for funds to put the scheme in operation. Out of these preliminary moves grew the Rural Beautification Society and from it has stemmed a transformation in the appearance of rural Prince Edward Island.

Where once so many of the farmyards had a hand-dug, run-down appearance, today a spirit of friendly rivalry exists between neighbors, between friends and between counties has resulted in a startling change which constantly evokes expressions of appreciation from visitors over the pleasant, bright look of farm homes, farm buildings and the surroundings.

So many segments of the rural population have been affected by the program the annual awards to prize-winning homes have become almost a status symbol among people in every walk of life.

EXTENSIVE PROGRAM

It has grown far beyond the clean up and paint up affair so common in spring. Instead it now involves rural beautification in almost every phase possible from home area landscaping to improvements in school grounds. It involves participation by individual farmers and family groups and even communities.

With typical modesty Col. Johnstone recently told a questioner he believed the program had met "with reasonable success". The rest of The Island thinks it is a tremendous force he has put into motion.

At the same time he remarked he hoped "it has sparked more than a usual interest. In making people conscious of the potential beauty of their properties and homes". Other Island residents all over the province are firmly convinced he has opened their eyes to a form of culture they had hitherto suspected.

Col. Johnstone is obviously proud of what has been accom-

AGE OF GOLD

Adorn the stream 'twixt the banks
Boats
Flourished in the Age of Gold,
Shepherds piped on stems of
oats
Men had years yet grew not old
In the age of gold,
Ahi then
In the age of gold.

All unheeded to the sea
Streams o'er gold's channels
ran.
In those days of innocency
Gods came down and talked
with man
In the age of gold,
Ahi then
In the age of gold.

Once more truth and faith shall
reign,
As it was in times of old
Gods shall walk with men again
In that age of gold,
He it is
In that age of gold.

Already moves the veil that
shrouds,
Faint up-gleams the portent
star,
Slow unrolls the hiding clouds;
Hasten God! the glory ear
Of that age of gold,
Amen; and be it so!
In that Age of Gold.

In the present Age of Gold
Gold is mixed with many clay.
On the mart are bought and sold
Justice, death and life, for pay
In another field in which
his contribution richly merited
award.

There has been no toward for
the tremendous impetus he has
given the movement towards
rural beautification, but its originator here obtains a reward
for his efforts every time he
passes a home whose owner has
awakened to the pleasure evoked
through cultural appreciation
of the beauty of home surroundings.

TV SETS FOR CUBA

HAVANA (Reuters) — Bulgaria will send Cuba 75,000 television sets during the next five years under a five-year trade agreement expected to total more than \$200,000,000. It will also export machinery, equipment, electric motors, complete plants, fresh fruits and jams. Cuba will send Bulgaria increasing quantities of sugar.

MAT COLLECTORS

FOLKSTONE, England (CP) — A society of British beer mat collectors—they call themselves tegeologists—has been formed here in Kent. The society would like to hear from anyone with collections of mats printed before the Second World War.

CENTENNIAL MESSAGE

In 1864 a group of men met in Charlottetown to forge the Confederation of the provinces of Canada. This year marks the 100th anniversary of that meeting and it is with a great deal of pride that Canadians everywhere look back at a history of progress and achievement.

One-hundred years of Canadian ingenuity later, we also point with pride to our modern telephone system.

From a modest beginning, The Island Telephone system has grown to the present day network of offices and exchanges. Tomorrow's progress will rise on the foundation we build today, even as Confederation rose from a humble beginning in 1864. Realizing this, the Island Telephone Company employs the latest technological advances to keep our communications system in step with the progress of a nation.

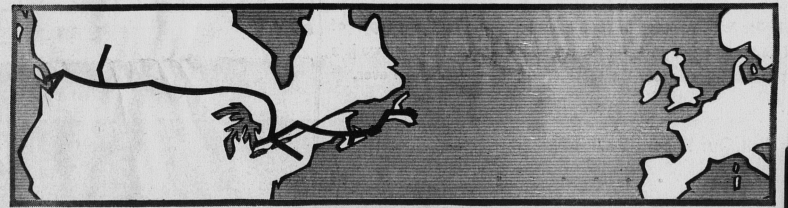
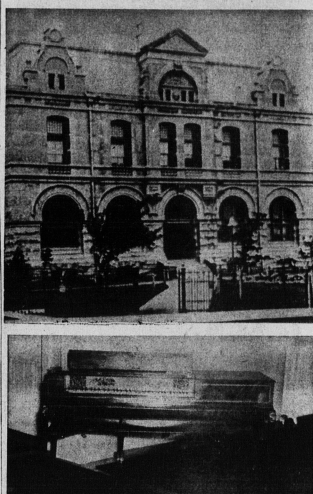


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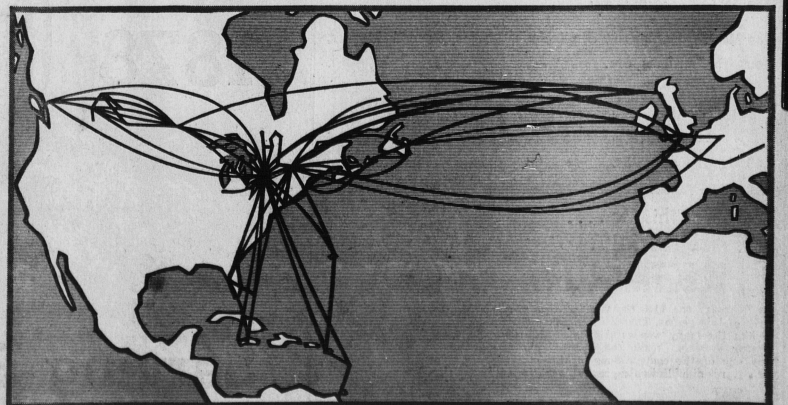
JUST AS EVERY age produces the leaders needed to meet the emergencies of the time, so does the age provide the cultural life wanted by the people. Some illustrations of this are provided here in story and picture. Above is shown the orchestra which played a leading role in musical circles here late in the past century. It was organized and trained by the late Professor Vimcombe. Of a much earlier vintage is the musical example shown lower right. It is the piano

which provided music for the entertainment of Lieut. Governor Edmund Fanning 185 years ago—nearly nine decades before the historic Confederation meeting. Though not connected with entertainment, the building shown above the piano did offer a meeting place for Islanders of many years. It was the last of the old post offices later known as the Cabot Building torn down last year to make way for the new Fathers of Confederation Memorial Centre.



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AIR CANADA



TWO DREAMS HAVE GROWN TOGETHER

To Charlottetown five delegates came—for a momentous meeting in 1864. From their deliberations sprang the outline for Confederation. It was then only an idea—but a breathtaking one. It spread. It gained momentum. And the provinces joined hands. But the incubator was Charlottetown—one hundred years ago.

The Bank of Montreal, too, was founded on an idea. The dream of far-sighted men who sought to bring stability to the nation's economy. Their dream began to take shape in Montreal in 1817. And it grew to become one of the world's great international banking organizations.

Today, across from the Fathers of Confederation Memorial Buildings, stands the Bank of Montreal's Charlottetown branch. This one new building in its historic site is a fitting symbol of how Canada and Canada's first bank have built their destiny together.

BANK OF MONTREAL
Canada's First Bank

Charlottetown Branch: REGINALD C. BOYNE, Manager

