

Drama Assoc. To Stimulate Interest In Plays

An executive meeting of the Prince Edward Island Drama Association was held at the Queen Hotel, Charlottetown, on October 16, president Daniel Macdonald presiding.

The most pressing problem before the Association is that of stimulating interest in the production of plays.

The Maritime Electric Company has appointed Mr. Barry Bugden as a drama adviser.

Princess Edward Island Libraries, under the direction of Miss Grace Campbell, has issued an eye-catching catalogue of one-act and full-length plays.

Scholarships are available to persons desiring to attend a course in drama.

The Association is looking forward to considerable activity in the production of plays and their entry in the Festival this year.

BRATTON DOWN, England (CP) - Wilshire's famous "white horse," said to have been carved in the chalk slopes here to mark King Alfred's victory over the Danes in the 9th century.

BEARDON - At the Charlottetown Hospital, Oct. 17, to Mr. and Mrs. W. E. Beardon, Southport, a son, William Earle.

BLAQUIERE - At Sackville Hospital, on Thursday, October 15, 1953, to L.A.C. and Mrs. Francis Blaquiere, Muriel Pushie, R.N., formerly of Summerside, a son.

BURGESS - At Hamilton General Hospital, Ontario, to Mr. and Mrs. Frank W. Burgess (nee May MacKinnon, formerly of Earncliffe, P. E. Island), a daughter, Sharon Gail, weight 7 lb. 12 oz.

MONTGOMERY-NEWMAN - At the United Church Manse, Hunter River, on Sept. 30, 1953, by the Rev. Howard Christie, Mrs. Ethel Newman and D. Cuthbert Montgomery, both of Hunter River.

TANTON - At the residence of her parents, Mr. and Mrs. A. Ray Tanton, Belmont, St. John County, N. B., Oct. 15, 1953, Miss Lorraine G. Tanton, resting at Brennan's Funeral Home from where the funeral service will be held Monday at 3 P. M. Interment in Cedar Hill Extension Cemetery.

FERGUSON - Suddenly at Marshfield on Sunday, Oct. 18, 1953, Mrs. John T. Ferguson in her 72nd year. Resting at the MacLean Funeral Home until 4 o'clock this afternoon, then at the residence of Wylie Gibson, Marshfield. Funeral from Central United Church, Dunstaffnage, to Morrow (Tuesday), service commencing at 2 o'clock. Interment in the church cemetery.

McLURE - At Lower Bedeque on Sunday, October 18th, Danes James McLure in his 71st year. Forwarded from the Bowness Funeral Home on Sunday afternoon to his late residence from where the funeral will be held on Tuesday, October 20th at Bedeque Baptist Church for service at 2:00 p.m. Interment in the church cemetery.

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THE CENTRAL GUARDIAN

COLEMAN FLOOR FURNACE and space heaters. Douglas Bros and Jones.

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CANADIAN ASSOCIATION CONSUMERS meeting, City Hall, Thursday, 8 o'clock.

"WE TREAT THE SICK WELL." Giggy's Pharmacy, next Stewart's Bakery.

CHARLOTTETOWN LADY CURLEERS - Important general meeting, Curling Club, Friday, Oct. 23 at 7:30 p.m.

MINOR ACCIDENTS - There were several minor car collisions in the City over the week-end. They were at the intersection of Queen and Euston.

FUNERAL AT HARTSVILLE - The funeral of the late John D. MacKenzie was held from his residence at Hartsville Saturday afternoon.

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TO CELEBRATE ANNIVERSARY - Headed by Major F. S. Jenkins, E.D., seven officers and men of 5 Signa Regiment will leave by plane this coming week-end for Vimy Barracks, Ontario.

LAY SUNDAY OBSERVED - In observance of Lay Sunday, the evening service at Hampton United Church was conducted by Mr. Kelvin Johnson, who is a student for the Christian Ministry and associated with Young People's work in Trinity Church Charlottetown.

PERSONALS - Mrs. Perley Rayner has returned to her home after treatment in the P. E. I. Hospital.

Mr. and Mrs. Russell J. Young, Earncliffe, were in Charlottetown October 17 on business.

Mr. and Mrs. Bert Younger have returned to their home at North River after a three-month holiday with relatives in Western Canada.

Mr. and Mrs. Gordon MacEwen, York Point, and Mr. and Mrs. Heber Horne, Meadow Bank, and Mr. Horne's mother, left on a brief visit to Massachusetts on Friday morning.

Mr. and Mrs. L. D. Murray, who have been spending the summer on the Island, leave this morning for their winter home in Orlando, Florida.

Mr. and Mrs. James Kinch, Alberton, wish to thank the Alberton Fire Brigade for their prompt action during the recent fire in their home, also their friends and neighbors who assisted in any way.

I wish to express my sincere thanks and deep appreciation to the many kind friends and neighbors for their numerous acts of kindness, to all who sent Mass cards and flowers or who assisted me in any other way during my recent bereavement.

In loving memory of Mother, Mrs. John A. MacKenzie, who passed away October 18th, 1953.

When up the last steep hill we go And see the valley all below, 'Tis then we feel and see and know 'Tis better farther on.

Behind are all the mists and tears, Behind are all the cares and And Heaven's party gates appear, A little farther on.

Sadly missed by Linwood, Mabel and family.

25-Year Term For Manslaughter - PERROE, Que. (CP) - Paul-Aime Coullombe, 20, was sentenced Saturday to 25 years in penitentiary for being convicted of manslaughter in the shot-gun slaying last Jan. 17 of his cousin, Julien Coullombe.

Believed in Advertising - He was a firm believer in advertising and spent large sums to bring the merits of Perfection Brand Butter and Perfection Ice Cream to public attention.

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Years Of Enterprise Behind New Milk Processing Plant

When the Central Creameries of Charlottetown holds Open House on Tuesday and Wednesday of this week to commemorate the official opening of its new concentrated Milk Products Division, it will complete one more chapter in one of this Province's greatest success stories.

It is not the story of sudden riches acquired overnight, but rather that of a man who set himself a distant goal, and by his own exertions built a great organization, whose prosperity rests firmly on the Island's greatest industry, agriculture.

In return the company has given Island dairymen and farmers a constantly expanding market and agriculture in general an incentive which has a tonic effect on farm operations from East Point to North Cape.

The contribution of the company to the well-being of Island agriculture has indeed been most noteworthy. Today with greater assurance than ever it can say to all provincial dairymen, "send your milk to us in any quantities, we can handle it at a price profitable to you."

It is difficult to over-estimate the value of such an unlimited market to Island farmers, a market which has existed and widened down through the years.

It is thirty-two years since the company first opened its doors in Charlottetown in the uncertain business atmosphere which followed the First World War.

It had little capital, and few material assets. But it did have faith, the unshakable faith of the founder in Island agriculture, and particularly in the future of dairying in the Province.

With slender financial resources the late J. P. Simmonds, commenced business in April 1921, in a modest building on Grafton Street on a site now occupied by the Royal Packing Co.

The new company's equipment consisted of one small butter churn, an ice cream freezer, a rented boiler, and a small pasteurizer. The staff, including Mr. Simmonds, numbered five people.

From that embryo organization has grown the present magnificent plant of Central Creameries, with its ultra modern buildings and equipment in Charlottetown, its fine subsidiary plant in Summerside, the Perfection Dairy, and its eastern branch, the Souris Creamery.

Faith and Enterprise - The steady upward climb of the new company, which followed its launching was not achieved through luck or muddling through, nor by any happy combination of circumstances.

On the contrary, its step-by-step progress was only made possible by the faith, vision, and hard work of its founder. It was his business acumen and comprehensive knowledge of dairying, which held the company on a steady course in its forward progress in the 1920's and brought it safely through the never-to-be-forgotten depression period of the 1930's.

Mr. Simmonds was well equipped for the career on which he had embarked. His early years on his father's farm gave him the farmer's viewpoint, and a keen realization of farming problems. Later he accepted a job with the Dunstaffnage Creamery and eventually he held positions with Dairy Companies in various parts of the Maritimes.

Always he was the student, and during his connection with the several companies with whom he worked, he acquired a thorough grasp of the business which was to be his work.

Well-endowed by background and training to guide the destinies of his new company, he nevertheless continued a student of dairying in all its aspects, until illness forced him to relinquish some of his duties to his two sons, John A. and Percy.

Again and again the late Mr. Simmonds attended dairy conventions and Canadian dairy conventions in such places as Cleveland, Detroit, Chicago and Toronto, these great gatherings, he became familiar with every improvement in dairy equipment, and on such occasions quite often made arrangements for the purchase of machinery which kept Central Creameries in the forefront of Canadian dairy companies. At these conventions he derived great benefit also from the freely exchanged ideas of the greatest dairy scientists on the North American Continent.

This constant association with new trends, supplemented by the constant reading of trade journals, and of the scientific studies of the eminent figures in the industry. Constantly, Mr. Simmonds was in search of ideas, of ways and means of turning out a better ice cream, and better butter.

Believed in Advertising - He was a firm believer in advertising and spent large sums to bring the merits of Perfection Brand Butter and Perfection Ice Cream to public attention. He used all mediums for this purpose, the newspapers, the radio, trade journals, show cards, and window displays.

He marketed the company's products in the most attractive packages procurable, after careful consultation with leading Canadian and American designers.

As the company prospered, he ploughed profits back into business, and thus was able to increase the output of his plant steadily, and at the same time to guarantee farmers greater and more stable markets for the fruits of their labor.

In the spring of 1924 Central Creameries purchased the property on Fitzroy Street on which the main plant and office building now stands. In October of that year the building was completed and opened. The Souris Creamery, the company's King's County branch, was acquired in 1928 and equipment for the manufacture of butter installed.

Expanding its operations to include Prince County, the company purchased a site in Summerside in 1929 and erected a plant which opened for business in March 1930.

The main plant in Charlottetown has been remodelled several times, in addition to its unsurpassed dairy equipment, has one of the finest suites of offices in Eastern Canada and a very fine cafeteria for the use of its employees.

Official Opening - The company's pride, and the immediate reason for holding "Open House" on Tuesday, Oct. 20th and Wednesday, Oct. 21st, is the official opening of its new Concentrated Milk Products Division. Built of brick, concrete, steel and glass, it combines all that is modern in dairy construction.

New Market For P. E. Island Milk

A more stable, year-round demand for maximum milk production from present herds, and an expanding market for increased production are promised P. E. I. farmers with the introduction of a new Island packed Evaporated Milk.

Central Creameries Limited of Charlottetown, the Province's largest manufacturer of quality dairy products, is the producer of the new product, known as Perfection Evaporated Milk. The name Perfection has been used for many years by Central Creameries Limited to identify its butter and ice cream. Perfection Butter is widely distributed outside the Province and is readily available in many food stores in the Atlantic Provinces, including Newfoundland. It is anticipated that the wide popularity of Perfection Butter will be reflected in a ready acceptance of Perfection Evaporated Milk.

The new product is claimed to be superior to regular types of Evaporated Milk, due to a number of unusual processing and packing methods, and because of the use of a radically different type of can.

The principle of vacuum evaporation at comparatively low temperatures is said to retain much of the natural flavor of the fresh milk.

Additional improvement in the quality and purity of the product is claimed as a result of pasteurization before canning, and sterilization after the milk is in the container.

The container itself is completely different, company officials say. Instead of the usual tin coating and soldered seams, the new can is coated on the inside with a special golden-colored enamel, which, it is claimed, has been developed to prevent any action or union with the milk. The result is retention of the original flavor, and a reduced tendency to discolor when opened, company spokesmen say.

Perfection Evaporated Milk is produced in modern, stainless steel equipment, in a new, concrete, brick and glass building in Charlottetown. The plant and adjoining laboratory where tests are made to control quality at the highest level possible are under the direct supervision of Dr. J. O. Albert, B.S.A., M.Sc., Ph.D., one of the continent's leading dairy scientists, who contributed much to the development of the new processes and the new product.

Only those technically qualified, could appreciate a written explanation of the capabilities of the new plant, but to those who take advantage of the company's "Open House" invitation this coming Tuesday and Wednesday, company employees will explain in layman's language, the various units of equipment.

One fact is inescapable, the new plant will have a very stimulating effect on the farming industry of the Province. Already it has given new and steady employment to many Charlottetown people, and its construction has given a lift to the entire industrial and agricultural life of the Province.

Phone Employees - after they vote, the result was to be certified by the Lieutenant-Governor in Council and to the further added at that time that "any strike action taken earlier than 15 days after this procedure will be deemed to be unlawful."

On September 20 Mr. Holland stated that having exhausted all means of settlement "we have found ourselves forced to send a letter to the Island Telephone Company insisting that they abide by the decision of the Arbitration Board within two weeks or the employees will refrain from work."

It had been previously reported that the Board's findings recommended a 7 1/2 percent wage increase as of July 1 this year and a five day week effective January 1.

Later in September the company released to the press a letter dated by the Public Utilities Commission. It suggested the possibility of a request from the company for a rate increase if the Board's findings were implemented. In this event, the letter stated, the Commission might be compelled to decide as to the prudence of such increase in operating cost.

Shortly after the contents of the letter were published Mr. Holland issued a statement of the position of the Union. He said on September 25 "We maintain the decision of the Arbitration Board and put it into practice, and then go to the Public Utilities Board if they could show that it was hurting them."

Prominent Alaska Businessman Slain - FAIRBANKS, Alaska, (CP) - Cecil Wells, 51, prominent Alaska businessman and president of the All-Alaska Chamber of Commerce, was slain early Saturday by two intruders who crushed his skull and bludgeoned his young wife.

The slaying really occurred at 7 a.m. when Mrs. Wells, her head and face a bloody mass, crawled down the hallway of their apartment house screaming for help. Police Chief E. V. Danford said robbery apparently was the motive.

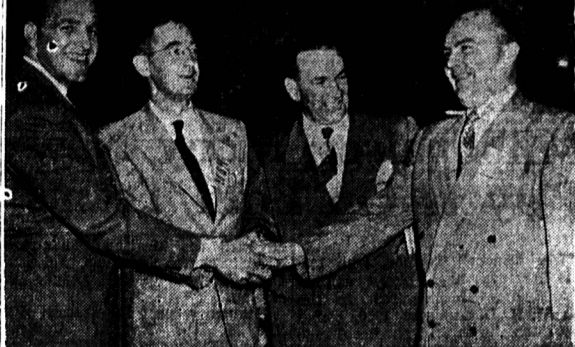
Reps Cancel - Continued from page 1 unable to carry out their task of explaining repatriation rights.

Already the Communist timetable for interviewing 1,000 prisoners daily was running far behind schedule.

Communist propaganda outlets Sunday and early today bitterly complained that two previous "explanation" sessions to a total of 850 Chinese had been obstructed.

Ice Cream Men Convene

Atlantic Provinces representatives at Ice Cream Manufacturers Convention included: Left to right, Mr. John Simmonds, Charlottetown, P.E.I.; Mr. Charles MacLennan, Truro, N.S.; Mr. Tom Riley, Campbellton, N.B., and Mr. Gordon Liscombe, St. John's, Nfld.



The banquet was preceded by an enjoyable get-together and followed by dancing.

During the afternoon the delegates were taken on a tour of the new Central Creameries plant by Mr. John Simmonds, a former president of the association.

The banquet was arranged for by Mrs. T. I. Riley of Campbellton, N. B., and Mrs. J. K. Sutherland, Sussex, N.B., took the lady guests on a sight-seeing trip to Green Gables and other points of interest on Saturday afternoon.

Signals Regiment Promotions Listed - A long list of 16 promotions was announced over the week-end by 5 Signals Regiment with two of the soldiers being promoted to Warrant Officers.

Mr. Gordon Liscombe of St. John's, Nfld., said he was proud and happy to be present and receive such a splendid reception as had been accorded him during the sessions of the association.

Mr. Al Pike made the announcements regarding the programme which followed the banquet, with Mr. Len Anderson as Master of Ceremonies.

The evening was featured by forty minutes of entertainment and show by Don Messer and His Islanders. Mr. Charlie Chamberlain sang two numbers and doubled with Miss Osborne in a duet after that gifted singer favored with two solos.

Other members of the organization contributed special features on the instruments of their choice. Duke Neilson appeared in a new role as a magician and assisted by a volunteer from the audience made some startling disclosures which added merriment to mystery.

Miss Lorraine Weatherble appeared twice in step-dancing numbers which were well received, and Miss Nancy MacNevin and Miss Barbara Rupert contributed a duet in their usual pleasing manner.

The musical programme was brought to a close with an impromptu trio consisting of Marg. Osborne, Charles Chamberlain and Walter Cox singing "Beautiful Brown Eyes." Mr. O. K. Presby presided at the piano during the sing-song, with Mr. Walter Cox directing.

Prizes were awarded John Altken and Ralph Burt for holding lucky numbers, the former winning a fully equipped picnic case and

Geoffrey Chaucer, who died in 1400, was the first man to assume the title of poet laureate of England.

TRINITY MEN - Trinity United Men's Association SUPPER 6 o'clock, Monday October 19

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