

### Need Stressed For Better Marketing And Advertising

The Atlantic Provinces, despite some major problems, had much to be grateful for in 1958, for business was on the whole good, 1959 is now upon us. It will bring both benefits and troubles; the measure of each will depend on how we back up our hopes with our own efforts.



DR. MACKINNON

"I am convinced that this can be a banner year for the Atlantic economy. We have the products, especially in foodstuffs, and there are good markets if we go after them. For instance, we are in a natural position to supply the needs of the rapidly developing north and we must go after its trade immediately. If we don't get it in '59 we never will. These lovely provinces have a growing tourist industry, but it is only a fraction of what it might be and we can expand it greatly with imagination and service.

own from coast to coast despite heavy competition and transportation problems, so can practically every other product. Selling is close to crusading and we must crusade to sell.

#### ADVERTISING STRESSED

"The second factor is advertising. We have many attractions in both business and tourism, but we must not be shy about them. We must be daring Daniels and make them known well and favourably and far and wide. We must use high pressure advertising to both sell our assets and bring visitors and to rid ourselves of the idea that we are a depressed area which, frankly, we're not. This we must do ourselves; no one else can do it for us.

"There are, of course, numerous other economic factors needing attention this year; but people who make too many New Year's resolutions don't usually keep them. Because these provinces are behind in marketing and shy about advertising, and because these two factors are fundamental in all our business, we should resolve to develop them with imagination and energy. No one will buy unless we first sell.

"For the area and for each individual 'Sell Atlantic' for others to buy Atlantic is therefore a challenging resolution which, let's face it, we haven't been keeping, but which is the key to prosperity for us in '59."

## More Jobs; More Seeking Jobs Was 1958 Pattern

"There has been as much employment in this office area last year, possibly more, than at any time in the past five years," said Mr. John B. Murley, summing up the year's activities, of the Charlottetown National Employment Office of which he is manager.

It is the opinion of the Charlottetown employment officials that if winter had not descended suddenly early in December, that many people who have been laid off, would still be working. As it is a considerable number of construction workers will be steadily employed throughout the winter on such projects as a new Baptist Church, the new wing to the Prince Edward Island Hospital, a new nurses' home for the

Charlottetown Hospital, the new Royal Bank, and the wing of Provincial Vocational School.

#### WORKERS SCARCE

At times during the summer the local office was unable to fill the demands for bricklayers and carpenters, as well as other tradesmen. During the twelve month period, the office received 246 orders from employers to fill the demands for help. Some

(Continued on page 10)

★ ★ ★ ★ ★ ★ ★ ★ ★ ★  
FINAL TODAY SHOWS 1-3-7-9

The Laughiest Time Of Your Lifetime! IT'S TIME FOR NO TIME FOR SERGEANTS ANDY GRIFFITH MYRON MCDONNICK

★ ★ ★ ★ ★ ★ ★ ★ ★ ★  
ACCLAIMED BY THE PRESS! CHEERED BY MILLIONS!  
SEE FOR YOURSELF WHY THEY CALL IT GREAT!  
★ ★ ★ ★ ★ ★ ★ ★ ★ ★  
COMING MON. - TUE. - WED.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★  
NOTE SHOW TIMES: DUE TO LENGTH OF PROGRAM MATINEE WILL START AT 2:00. EVENING SHOWS AT 6 AND 9.  
★ ★ ★ ★ ★ ★ ★ ★ ★ ★  
COME EARLY FOR BEST SEATING.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★  
THE SPECTACULAR DRAMA OF LOVE AND CONFLICT IN THE GREAT TRADITION OF CIVIL WAR ROMANCE  
★ ★ ★ ★ ★ ★ ★ ★ ★ ★

SAVE SAVE SAVE  
We have a good stock of building materials at prices that everyone can afford.  
1/2" D.F. Plywood G. 1 S. per sheet \$4.50  
3/4" D.F. Plywood G. 1 S. per sheet \$10.75  
3/8" D.F. Plywood G. 2 S. per sheet \$7.60  
1/2" D.F. Plywood G. 2 S. per sheet \$9.05  
3/4" D.F. Plywood G. 2 S. per sheet \$12.15  
5/16" D.F. Underlay-unsanded per sheet \$3.95  
Arborite, per sheet \$17.75  
Tileboard, per sheet \$4.45  
Barker Tile, per sheet \$12.00  
1/2" Hardboard Underlay per sheet \$3.10

RAINTREE COUNTY  
ROB TAYLOR with AGNES MOOREHEAD  
WALTER ABEL - JARMA LEWIS - TOM DRAKE  
NIGEL PATRICK - LEE MARVIN  
Prices: Matinee 25c and 50c; Evening 75c

★ ★ ★ ★ ★ ★ ★ ★ ★ ★



A RECEPTION ON THE occasion of their 25th wedding anniversary was held at A.D. MacKenzie Hall this week for Rev. and Mrs. J. M. Fraser. Among those attending were, left to right,

### Rev. and Mrs. J. M. Fraser Celebrate 25th Anniversary

MONTAGUE—More than 100 people called to extend best wishes and congratulations to Rev. J. M. Fraser and Mrs. Fraser on the occasion of their 25th wedding anniversary. The reception was held Tuesday night in A.D. MacKenzie Hall which was appropriately decorated for the occasion.

The guests were received by Mrs. B.H. Yeo. Pouring during the early evening was Mrs. Charles J. Fraser, and Mrs. Keir Clark and later Mrs. Jack A. Clark and later Mrs. Jack A. Clark and Mrs. Bert Havefield.

Assisting in serving were Mrs. (Dr.) Inman, Mrs. Douglas Coffin, Mrs. (Dr.) Ings, Mrs. Arnold Wightman, and Mrs. George Nicholson. Replenishing and arranging the plates were Mrs. Lester MacLeod, Mrs. Lorne Wightman, Mrs. Archie Hume, Mrs. Callum Bruce, Miss Martha Poole and Mrs. D.M. MacDonald. Gifts were presented on behalf of several organizations by Miss Joanne Ings and Allan Coffin. The groups represented were Trinity W.M.S., Trinity W.A., Fraser Fellowship Group, Trinity Men's Association, Lower Montague Ladies Aid, Past Noble Grand Club of Acme Rebekah Lodge, The Noble Grand Club attended in a body.

### Curling Draw For Montague

Mixed curling at Montague today: 7 p.m.— East Ice: Dr. Johnston, A. MacGregor, F. Vuozzo, S. McCannell vs. J. S. DesRoches, C. Stewart, W. MacIntyre, K. Hughes. West Ice: G. Nicholson, E. Clay, B. Koke, A. McKeenan vs. R. Beck, D. Nicholson, J. Cudmore, 7. Watterworth. East Ice: A. A. Fraser, H. Inman, G. Murphy, Dr. MacDonald vs. Dr. Inman, L. Sinclair, H. Power, V. Duvar. West Ice: Dr. MacIntyre, M. Nicholson, A. Nelson, S. Vickers vs. C. S. Stewart, B. Smith, V. Martin, M. Jamieson.

### COMING EVENTS

Organizations using this column to promote their meetings and entertainments are requested to place their announcements in the name of the Organization or Group who are sponsoring the event. Our store will be closed for stock taking Saturday and Monday—R.L. Dickieson Ltd. "Dance Mount Stewart" Memorial Hall January 3rd. Burke's Orchestra. Admission 50 cents. Canteen. Sponsored by School Auxiliary. Our Chick Hatchery is now operating, and as we are only setting by order, we would ask you to book at least one month in advance of delivery date. We will have Cockerel chicks available on January 12 and 15, also at later dates. So if interested we would ask you to book at once. Dillon and Spillert, Ltd. Modern and old-time dancing Junior Farmers Recreation Center every Saturday Night, 9 until 12. Doiron's Orchestra. Canteen. A. A. meeting to night Richmond Street group, 130 Richmond Street—upstairs. Bingo every Monday night, St. Andrew's Hall, Mt. Stewart—Two Jackpots of \$25 each. Hockey at North River Rink tonight Winslow Tigers vs York Rangers. League game. Game time 8:30 sharp. Skate after. Hear Mr. Walter Shaw speaking on behalf of the Progressive Conservative Party on Provincial affairs, Monday, January 5 at 8:30 on C.F.C.Y. Television. Hear Mr. Walter Shaw speaking on behalf of the Progressive Conservative Party on Provincial affairs, Monday, January 5 at 8:30 on C.F.C.Y. Television. Card Party at Winslow Hall postponed until Monday, January 12th. Tournament starting.

### V. J. Fraser Is Appointed U.I.C. Agent

Vernon J. Fraser has been appointed by the Unemployment Insurance Commission as claims-taking agent for Souris and district. Mr. Fraser, whose appointment was effective December 29, will operate from offices set up in his home at Souris. His duties Mr. Murley explains will consist of claims-taking solely, no other function being required of him by the commission. If and when the volume of business warrants it, similar appointments will be made in other centres, Mr. Murley added. However, he said it has been decided that in any event no further appointments of this nature will be made until next autumn.

### EASTERN GUARDIAN

AUCTION "45" Score Cards for sale at Guardian-Patriot Central Printing. Organizations using this column to promote their meetings, entertainments events etc. are requested to place their announcements in the name of the sponsoring Organization.

GREY HAIR vanishes when you use Angelique Grey Hair Restorer. Regain appearance of natural beauty, colour. \$1.50 at Jamieson's Drug Store—Montague and Larier's—Souris.

ST. PETER'S Bay Pastoral Charge. Services Sunday, Jan. 4: Greenwith 11 a.m. Marie 3 p.m. St. Peter's C. G. I. T. Special service 7:30 p.m. Mr. Douglas Best (student minister).

DUNDAS Pastoral Charge. United Church, Heber H. Hardy, Lay Minister. Services, Jan. 4, 1959. Annandale 11 a.m. Dundas 2:30 p.m. All are welcome.

GEORGETOWN Pastoral Charge. United Church of Canada. Services for Jan. 4th, 11 a.m. Milltown Cross 2:30 p.m. Sturgeon 7 p.m. Georgetown New Year's Services, Rev. W. A. Paterson, minister.

MONTAGUE Rink. Saturday (tonight) hockey, 8 p.m. Allison vs. Montague High School. Hour skate after game. Admission. 25 and 40 cents.

REGULAR MONTHLY meeting Souris Branch Canadian Legion will be held Monday January 5 in the Legion Home, Souris.

THE P.E.I. Canadian Association for retarded children, Montague branch, wishes to thank the following merchants for donations toward the Christmas hamper: Clark Bros., T. M. Llewellyn, H. L. MacGregor, and Wightman's Super Market, and many thanks to all who sold tickets.

BELL FUNERAL—The funeral of the late Joseph A. Bell was held yesterday afternoon from his residence to Murray Harbour United Church where the service was conducted by Rev. L. S. Woolfrey. Interment was in Murray Harbour cemetery. During the service the choir sang "Beyond the Sunset". At the grave the Canadian Legion graveside service was conducted by Norman MacLean. Last Post and Reville were sounded by bugler George Boudreau. Pall bearers were Hector MacLean, Gerald Prowse, Ewart Keeping, William J. Harris, Austin Bell, George Ferguson. Flower bearers were Malcolm MacLean, Nanton Bell, Lauchie Bell, Lauchie Machon, Aubrey Bell, Roy Bell, Hollis Bell, Bert Penny, Lorne Stewart, Ray Stewart, Carl Cahoon, Reuben Cahoon, Lawrence Williams, Ralph Billard, Stewart MacPherson, Perley Harris.

FOR SATISFACTION ask for: Peerless' furnace and range coal, and "Blue" hard coal. Sold in Charlottetown by A. PICKARD & CO. only! Also in Stock! Sydney screen or stoker Four-Star Coke A PICKARD & CO. LTD. Frank Hansen, Mgr. Phone 5541 "Dealers in High Grade Fuels"

WORTH'S PHARMACY OPEN THIS WEEK-END Saturday Hours 8:30 a.m. — 9:30 p.m. Sunday Hours 9:30 a.m. — 9:00 p.m. DIAL 3424 FREE DELIVERY WE DISPENSE ANY PRESCRIPTION

### Two County Court Cases Adjourned

Two of the three cases appearing on the county magistrate's court docket on Friday afternoon were charges arising out of violations of the P. E. I. Temperance Act. Both were adjourned to Monday morning by clerk of the County court, Albert R. Dennis.

### Small Docket In Police Court

A Young Street man appearing on a drunk and disorderly charge was remanded until this morning when he appeared in Charlottetown police court Friday morning before Magistrate K. M. Martin. Two men appeared on drunk and incapable charges. Both men were convicted as charged. A Dorchester street man was given a 10-day jail term and a Passmore Street man drew a 10-day suspended sentence.

### Former Bristol Buttermaker Wins Fame In Ontario Circles

Owen Sinnott, a young Prince Edward Island buttermaker, continues to bring fame to himself and honor to his employers in the highly competitive Ontario dairy circles. Employed as buttermaker with Stacey Bros. Ltd. Creamery, Mitchell, Mr. Sinnott was the only candidate to win awards in all three divisions of butter quality improvement competitions held recently in Toronto. In the yeast and mould contest he placed sixth; in the workmanship division, tenth; and in butter quality, sixth. In the combined competition judged on points scored in each of the three main divisions of the contest, he won fourth prize. In the first of the general competitions there were 43 entrants; in the second, 68, and in the third, 20. Mr. Sinnott is a son of Mr. and Mrs. Patrick Sinnott, Bristol, and is married to the former Lois Eldershaw of Morell. He studied buttermaking at the Ontario Agricultural College, Guelph, and before moving to Ontario five years ago, had been employed in the buttermaking departments of two local plants—Central Creameries Souris branch, and the Co-operative Creamery at Morell.

### LEGION NOTICE

A special meeting of Charlottetown Branch No. 1 will be held at the Clover Club, Monday, January 5 at 8:30 p.m. to discuss fire damage and repairs to the Legion Home. The Executive will meet at 7:30 p.m.

### MONTAGUE WEEK OF PRAYER

JANUARY 5 — 9 Monday through Friday 8 p.m. Plan to attend these special meetings each night. Monday—Church of Christ; Tuesday—United Baptist; Wednesday—Presbyterian; Thursday—Trinity United; Friday—Presbyterian.

### NOTICE TO PATRIOT SUBSCRIBERS

Patriot subscription accounts may be paid at the Montague, Souris or Summer-side offices of The Guardian and The Patriot. The Guardian—The Patriot



HEAR W. R. SHAW  
Leader Progressive Conservative Party on Provincial Affairs.  
MONDAY EVENING TV PROGRAMME 8:30 o'clock