

Public Relations Man's Job Seen Poor On His Own Image

VANCOUVER (CP)—The public relations man has done a "poor job" of projecting his own image, says Ernest J. Little of Montreal, president of the Canadian Public Relations Society.

"I suppose that our people have been so busy working for their organizations that they have had little time to effectively get our own story across."

Mr. Little said the PR man has also been busy trying to keep up with the changing function of his job. "From something pretty close to slap dash, a presser publicity function, into an influence of policy decision-making."

"PR people are being moved into executive responsibility," he said.

"Top management is going to look less for people who just have publicity experience and more for people with a broad knowledge of economics generally well-rounded persons."

Mr. Little said the PR man is going to have to stop thinking like an ex-journalist and more like a company man. He is going to need judgment in assessing an organization's strengths and weaknesses in its dealings with the public.

NEED TO COMMUNICATE

"The average executive who before didn't have much time for public relations is now finding it in his own self-interest to know something about it. For people with good judgment and administrative skill, communications experience will be a plus factor."

"But the initiative has to come from the PR man. He has to win the confidence of management by showing good judgment. He's going to have to pull up his socks and acquire a knowledge of his company's activities if he's going to reach the point of advising on policy."

As management becomes more aware of its needs, the public relations field will "shake out the men from the boys."

"There are still too many

boys. I won't win any friends in public relations, but it's true."

A public relations officer for Texaco Canada Ltd., Mr. Little said the time has passed when a top company officer can devote all his time to the bread and butter aspects of his firm—such as sales or finance.

"Now, because business can't escape its commitment to the community, a chief executive officer may spend one-third of his time dealing with community and government officials, shareholders and employees. This is why he demands more from his PR people."

DRANK INSECTICIDE

COIMBATORE, India (Reuters)—A 19-year-old student who drank insecticide in protest against Hindi becoming India's official language died here Tuesday. The student, P. Dhandapani, of the Coimbatore Institute of Technology, was the fifth suicide since language agitation flared in Madras state. More than 60 persons have died in riots protesting against the adoption of Hindi as the official language in place of English.

The Guardian

"Covers Prince Edward Island Like The Dew"

SECOND SECTION

Charlottetown, Thurs. Mar. 4, 1965.

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FEDERATION NEWSLETTER

School Tax Structure Unfair To The Farmer

By J. LINCOLN DEWAR

While suspected public reaction to the Federation of Agriculture brief may lean rather strongly to the stand taken on the margarine question, it is suggested that there are much more important matters dealt with.

For instance the question of education for farming probably has far greater implications

than any other topic referred to and if a satisfactory solution to this problem can be devised far greater possibilities for improving the future of agriculture than almost anything else are associated.

Added to the practical experiences which the son may gain on the farm and the knowledge which he may acquire from his father and other farmers must

be added a whole new group of skills, training and accomplishments. The qualifications which insured success in the fifties or sixties will not necessarily be adequate in the seventies.

If a choice must be made re important things to do, farm education certainly should be close to the top of the list.

SCHOOL TAXATION

Increasingly it is evident that serious unfairness exists in the school tax structure. Farmers being large property owners find themselves at the end of the line and certainly bearing a major portion of the load as compared with wage earners who do not own property. In some cases persons earning up to \$7,000 or \$8,000 a year are even exempted from poll tax.

The meeting with the Cabinet produced some very good discussion on this problem and we do appear to be moving towards something more in keeping with fairness.

INCOME

The brief established the very serious income position of the Maritime farmer and the fact that it has been worsening since 1949 while improving in the rest of the country. A decline in income of 40 per cent would certainly produce a horror stricken reaction by wage earners generally and unions in particular.

HIGHWAY

Discussion with the minister of highways centered on weight restrictions, snow plowing and especially on the difficulties encountered in moving milk when highways are closed. A committee has been named by the dairy industry to meet with the ministers of agriculture and highways for a discussion on this special matter.

TRANSPORTATION

The Federation supports on behalf of the potato industry the official position of the government that the causeway when constructed should provide for rail transportation.

While at some time in the future it may be possible that Prince Edward Island will be able to operate transportation — without rail service that is a condition which appears to be a long way in the future.

POTATO PLEBISCITE

The special committee appointed by the Federation of Agriculture to discuss with the minister of agriculture matters related to the potato plebiscite feels that it has had two satisfactory meetings and that some real progress has been made towards agreement on matters to be decided.

The potato industry has certainly been suffering from its inferior position organization wise and it may well be that this plebiscite may be a starting point for something more effective in the way of a strong active potato board.

TWO PROVINCES

Saskatchewan and Prince Edward Island more than any other Canadian provinces depend for a high percentage of the income from agriculture. In spite of this agricultural bias, Saskatchewan in 1964 achieved the highest per capita income (we believe the figure is \$2,100 of any province).

Prince Edward Island on the other hand falls in one of the lower categories. We make this comparison merely to establish the fact that it is possible for an agricultural economy to achieve satisfactory income. Here perhaps it should be pointed out that a high decline of organization in the economy appears to be the answer. Something more than drifting or moving from crisis to crisis is indicated.

GEORGE MACLAUGHLIN

Recently Vice - President

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CLOUD ON VENUS

Dense clouds which cover the planet Venus begin 43 miles above the surface and continue to an altitude of 60 miles.

ANNOUNCEMENT

Queens County Young Progressive Conservative Association annual meeting Saturday, March 6th at Fathers's of Confederation Building (Lecture Theatre). Registration 2:30 p.m. Meeting at 3:00 p.m. Speakers: Hon. J. Angus MacLean and Mr. Heath Macquarrie, M.P. All invited to attend.

Signed: J. M. LEE, President.

Auto Makers See Increase In Output

By The Iated Press

TORONTO (CP) — Canada's car makers have scheduled 15-922 vehicles to roll off the assembly line this week compared with 14,313 last week, the Motor Vehicle Manufacturers' Association said Wednesday.

Production of all companies this year is 129,924 cars and trucks compared with 137,946 units produced in the same period of 1964.

Production continues to fall behind the 1964 pace because of strikes.

Chrysler remains closed by a strike for the fifth straight week.

Studebaker, working at half capacity due to a strike at Budd Co., a parts supplier in the United States, has scheduled 288 cars this week.

Scheduled car production by company this week and total production to Feb. 27, with comparative figures for last week and 1964 in brackets:

American Motors 900 (624); 6,294 (5,889) Chrysler — (—); 7,572 (16,546) Ford 4,000 (3,127); 24,038 (29,772) General Motors 8,259 (7,781); 68,028 (63,002) Studebaker 288 (218); 2,954 (1,536) Volvo 68 (60); 430 (376).

CNR Revenue Down For Jan.

MONTREAL (CP) — Operating revenues of Canadian National Railways for January amounted to \$62,164,000 for a loss of \$1,598,000 after expenses, taxes and rents totalling \$63,762,000.

Operating revenues were down \$181,000 from January 1963 during which the operating profit was \$263,000.

Steamships Firm Reports Record

MONTREAL (CP) — Canada Steamship Lines had a record profit of \$7,349,410 last year compared with \$7,046,759 in 1963 the company announced Tuesday.

This was equal to \$2.65 per share compared with \$2.55 in 1963.

The company said that in addition \$650,000 was added to the capital surplus account from the sale of fixed assets.

Pacific Petroleum Profits Increase

CALGARY (CP)—Pacific Petroleum reports net profit of \$4,420,388 or 21 cents a share in 1964, compared with \$3,664,419 or 18 cents a share in 1963.

President Kelly H. Gibson said in a statement that the firm's gross 1964 revenue of \$42,732,605, an increase of 26 per cent over 1963, was due mainly to sales of natural gas liquids from the company's new processing plant at Empress, Alta.

George MacLaughlin of the Dairy Farmers of Canada spoke to the Alberta Dairymen's Association and in his remarks included the following statement:

"It can be said then, that in the past 15 years, the dairy farmer has become 30 per cent worse off in his earning power or spending power, while the industrial worker has become 54 per cent better off — a discrepancy of 84 per cent — and I maintain that this is the greatest subsidy in Canadian history."

Put another way, if this discrepancy had not come about, farm returns in relation to costs had kept pace with industrial wages, dairy farmers would have had an additional \$425,000,000, to spend in 1963 (84 per cent of \$508,550,000. — the DBS figure for farm cash income from all milk and cream sold off farms in 1963) — and they would have spent it on such things as food, cosmetics, radios, cars, children's toys, furniture, life insurance, lawn mowers, travel, skates, cameras and overcoats, as well as paint, gravel, milking machines, fence wire, tools, soybean meal, rubber tires and water pumps.

Button Hooks—Do You Remember?

MR. BURKE—He wrote for the New York Times among other papers. I believe—also suggested I ask about the horse whips that were in every farm home and were used in the days when horses were a means of transport.

I didn't think at the time, but horse whips are still used wherever standard bred race horses are trained and driven. But the whips to which Mr. Burke was referring were a much longer type. Bill Taylor, Guardian photographer, tells me they were usually called "buggy whips". They stood in a socket that was placed on the dash board of the old driving wagons, or buggies.

It's been a long time since I saw one of those whips. I wonder if there really are any left. My friend, Claude Murphy, doesn't believe there are. It's been years since he saw one.

Buggies Were Tops For Courting

THE BUGGY was a driving wagon with a "hood" or "top" that could be raised to keep out the rain. There was a back to the hood, and there were sides which came up far enough to afford ample protection from the rain. But the buggies also had other uses, as this story will explain.

Several years ago Mrs. Matheson, Mr. and Mrs. Harold Carver, Hazlebrook and I were driving home from a singing engagement in Peters Road, Jessie (Mrs. Carver) observed that our car rode smoothly, or some such remark.

My reply was something to the effect that all modern cars ride smoothly, but that they do not compare with older-type cars for courting. Asked to explain I recalled the first car we had, for example, had a blind one could pull down to cover the back window, and some cars even had curtains, or blinds on the sides of the back seat. It was really good for spooning, I suggested.

But Jessie retorted quickly "Yes, that's probably right, but none of the cars were as good for courting as the old buggy". I told the story last year to Margaret Roberts in Highfield a few days after she and Garfield had celebrated their 50th wedding anniversary, and she agreed with Jessie 100 per cent.

Only recently I told the same story to Mrs. Wallace MacKay, the New London lady who is spending the winter in Charlottetown with her husband, and the former Esther MacLean of Heatherdale also agreed the buggy was best. The MacKays celebrated their Golden Wedding anniversary several years ago.

'Brig Fanny' Personnel Recalled

SEVERAL MONTHS ago I wrote a story on the Brig Fanny and mentioned names of several people who sailed on her "round the Horn" to San Francisco in the gold rush period of 1849. I have met many people since then who told me they had a relative on the Fanny. So here's a list of all those who sailed out of Charlottetown on November 12, 1849. The list is from the book "Prince Edward Island" which was loaned to me by a friend recently.

Members of the company that bought the ship and cargo for \$4,000 were Edward Buxton, James Hancock, John H. Gates, John McDonnell, John Pitwell, James Cunnell, John Norton, John Orr, Douglas Davison, Robert Percival, Malcolm MacGuigan, Stephen Bouyer. (This may be spelled Boyer), Thomas Keating, George W. Owen, Charles Wright, B. J. Hodson, Stephen McCallum, Christopher Smith, Edward Love, Thomas Snelgrove, J. MacLachlan, Richard Smith, Peter MacKinnon, George Holman, William N. Kowell, John Putnam, John Hawkins, Charles Blatch, James Howatt, James C. Pope, Artemas Davison, Edward Moore, James Miller, Thomas Chappell, William Barrett, Isaac Rider, Jabez Bernard, W. W. Moore, Robert Boyle and George Moore.

CAPTAIN IRVING was in charge of the boat (first name not listed), the first mate was a Mr. Smith, second mate was Fred Congdon and other crew listed were W. H. McKay, Duncan MacGowan, John Sinclair and two men named McLean. Passengers were Edwin White, Thomas Poole and a Mr. Gardner whose first name is missing.

The company members who had paid \$4,000 to James Peake in Charlottetown had agreed to stick together for at least three years. But they changed their mind on arrival in San Francisco and sold the Fanny for \$5,000 to Bolton and Baron, commission agents for a rich Spaniard in London, John Orr of French River reported. I do not have the addresses of the other men.

The Fanny was built by one James Pippy, the old story said.

ACROSS THE ISLAND

'Daddy's Safe' Word Came Through Child

By NEIL A. MATHESON
Provincial-Farm Editor

RECALLING THE story I wrote several weeks ago of the wreck of the "Barbara MacDonald" on her maiden voyage and the climb up a steep cliff that was rated anywhere between 350 and 500 feet high, that the members of the crew made for their lives, after the ship had been dashed to pieces on the rocky Newfoundland coast, I find there is a sequel story that is possibly even more interesting.

I said previously that it was Mrs. Gertrude Allen of Cardigan, a daughter of the late Senator John A. Macdonald who owned the "Barbara MacDonald", who sent me the old newspaper from which I wrote the story.

But I found only this week the letter which Mrs. Allen sent me, along with the old paper, and it says in part: "ONE SMALL item that might be of interest to your readers is an incident that happened in the Macdonald home the night of the climb up the cliff. My mother had her sister, Margaret staying with her as they feared all hands had been lost, including my father. Early that morning one of the children, then only about two and one-half years old, climbed out of her cot and went into mother's room and announced calmly 'Daddy is safe.' Mother turned to her sister and said 'Did you hear what the child said?' The child then repeated 'Daddy is safe' and returned to her bed and to sleep."

I have heard many stories of the accident in my time, but this is the first I ever heard which featured a child of less than three years.

German Prison Camp Transfer Seen

RODDIE MacDONALD, Grandview, commonly known as "Roddie Spreck" told me of a dream he had in the First Great War where he saw Daniel Simons being transferred from a German prisoner-of-war camp to Switzerland. The dream was so realistic he told a neighbour next day "Dan Simons has been transferred to Switzerland." There was an arrangement worked out in the latter stages of that war for such transfers, and of course a transfer to Switzerland, a neutral country, was a vast improvement on a German prison camp. Simons came from Cable Head.

When asked how he knew of the transfer, Mr. Macdonald explained he had seen it clearly in a dream. The neighbour could be pardoned for being skeptical, but several days later Dan Simons's mother visited the same neighbour and she confirmed the transfer story of her son. She had received official notification from Ottawa.

So far as "Roddie Spreck" was concerned, though, he was sure of the transfer from the time he had seen it so clearly in his dream.

Squeaking Shoes—Status Symbols?

THIS STORY is a bit different. I took one of my daughter's shoes to Vern Currie's shoe repair shop recently, to get an annoying "squeak" taken out of the sole. While there I recalled that as a boy I had heard people walking down our church aisle with squeaking shoes that never did seem to get repaired.

Mr. Currie told me he had heard his father, the late Frank Currie, talk about squeaking shoes in former years, and that brought Joseph Hennessey, Sr., in on our conversation. He told me that people used to come to shoe repair shops in those earlier days, and ask to fix their shoes so they would squeak.

Mr. Hennessey explained—it was a simple operation. The sole was opened and a bit of dry leather, I believe he told me, was inserted. That produced the squeak and everybody was happy. Apparently the squeaking shoe was an attention caller, possibly a status symbol of a half century or so ago.

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