

PRINCE EDWARD
TALKING PICTURE
Friday—Saturday



Mat. 3.15
16c, 27c.
Eve. 7 & 8.45
28c, 42c, 52c.

The Greatest of All Mystery Thrillers!

Thrills—Chills and Laughs

Spine-tingling adventures in a house of terror. Phantoms, weird noises and strange disappearances attend the daring exploits of this arch criminal!

"THE BATA WHISPERS"
WITH CHESTER MORRIS
ALSO COMEDY "ONE YARD TO GO"

100% TALKIE
TODAY FRI—SAT.
Matinee 3.15 16c, 26c.
Evening 7 & 8.45 28c, 42c.

SWELLHEAD

Laughs! Thrills! Heart Throbs!
In the Story of a Fighter Who Wanted to Sit on Top of the World...

with **JOHNNIE WALKER**

ALSO ANOTHER THRILLING CHAPTER
"Indians Are Coming" and Comic



Central Guardian

SEE OUR LARGE TABLE of Ladies and Children's Flannelette Gowns at 1/4 price. Prowse Bros., Ltd. 3857-3-12-31.

SAVE BY BUYING GARDEN CITY BUTTER in 10 pound lots. One pound, 36c.; 2 pounds, 70c.; 10 pounds, 43.34. 3847-3-11-12

MEN'S FANCY NECKWEAR, good quality. Clearing price 29c. Prowse Bros., Ltd. 3857-3-12-31.

TURNIPS—Loading in milk at railway dump. Henry Smallwood. Phone R-1-11| 3822-3-10-31

LADIES' CHINTZ Hoover Aprons. Very special bargain at 79c. Prowse Bros., Ltd. 3857-3-12-31.

LADIES' SILK RAYON Bloomers. All newest shades. All sizes. Price 39c. Prowse Bros., Ltd. 3857-3-12-31.

LUSCIOUS CAKE and other good things at C. G. I. T. Supper, Thursday, March 12th, Trinity Church Social Hall. 3837-3-11-21.

25 ONLY Men's Winter Overcoats clearing at 1/2 price. Prowse Bros., Ltd. 3857-3-12-31.

DELICIOUS Chicken Salad served by C. G. I. T., Trinity Church Social Hall, Thursday, March 12th. 3838-3-11-21.

15 ONLY Boys Winter Overcoats clearing at bargain price 1/2 price. Prowse Bros., Ltd. 3857-3-12-31.

BAPTIST SERVICES—There will be service in the Murray River Baptist Church Sunday, March 15th at 7 p. m., conducted by Louis Harris.

BROKEN LINES of Men's Hats. Regular \$6.00 for \$4.50. \$5.00 for \$3.50. Prowse Bros., Ltd. 3857-3-12-31.

BROKEN LINES in Men's Shirts slightly soiled. Regular \$1.50. Bargain price 99c. Prowse Bros., Ltd. 3857-3-12-31.

MR. A. O. L. CAMERON, Remington Typewriters Limited, will be in Charlottetown, Monday, March 16th. He will be glad to call on anyone wishing information regarding Typewriters, Adding Machines, Mimeographs and Safes. Please leave message at the Queen Hotel and he will call.

FORUM

PROVINCIAL INTERSCHOLASTIC ICE SPORTS

Open to all Schools in the Province

CHAMPIONSHIP MEET
FRIDAY, MARCH 13th.

Afternoon at 2 p. m.
Evening at 7.30 p. m.

Admission: Adults 50c; Children 25c.

Zufelt Asks, "What's Wrong With Dairying?"

The Superintendent of the Eastern Dairy School at Kingston, L. A. Zufelt, Repeats a Now Common Question and Attempts to Answer It.

Many people at this time are asking the question, "What is wrong with the dairying industry, and just where are we heading?"

This is a very timely attitude, but one that should have been taken years ago before we reached the critical condition we are now experiencing. Before the advent of cheese-making, when the milk was manufactured into butter on the farms and after the loss of the American market for barley, sheep, cattle and other farm commodities, agriculture was in a bad way, and many farms were covered with a heavy blanket of debt and mortgages. After the cheese factories became established conditions improved and agriculture again became prosperous.

A market for cheese was established in Great Britain which had every promise of being permanent and profitable. This was when we made our first great mistake. A demand for milk for domestic and other uses fell off rapidly and whereas we developed, but instead of increasing our production of milk to take care of this extra demand, the dairymen began to withdraw their milk from the cheese factory to supply this other demand, for prices which apparently seemed more attractive. There finally developed a wild scramble for any kind of a market that would take milk at values which promised to be higher than those to be obtained at the cheese factory, whether these markets held any degree of permanency or not. The results which followed were bound to come. Cheese factory after cheese factory was closed up. Many of those remaining became so small as to be unprofitable. Cost of manufacture increased. The permanency of the cheese industry became threatened. No one wished to invest in a plant for they had no assurance of a permanent patronage. The whole effect was demoralizing. The worst feature of the whole business was that our export of cheese to Great Britain formerly supplied them with from 60 to 75 per cent. of their total imports, we are to-day, according to the report of the Empire Marketing Branch of Great Britain, supplying them with less than 22 per cent.

A market is a most valuable asset for any business. When a market has been obtained, especially a market which will absorb all and more than we can produce at profitable prices and one also which recognizes quality, it should not lightly be thrown away or allowed to slip through the fingers. Would any shrewd business man think for a moment of withdrawing goods from a profitable and permanent market, thus leaving this market open to competitors, to supply smaller and perhaps only a temporary market for only a portion of his output, even at enhanced values? No, he would not, but on the contrary he would increase his output to meet this new demand and still keep up his usual supply to his regular and established market. Thus by increasing his output to meet this extra demand, he would reduce costs and increase profits. What we have been doing in the dairy business has been exactly opposite. Our plants have become smaller, costs have increased and profits have become less, and in addition we have become less and less a contender on the British market.

Any manufacturing business to become successful must have both quality and quantity. Quality alone is not sufficient. The smaller the output the greater the costs of manufacture and distribution, and in many cases this extra cost absorbs the extra price received, due to quality. No business will ever play a very important part in the welfare of a nation, unless that business has volume and becomes a real factor in the market. A business that supplies only 22 per cent. of a market's requirements does not exert as much influence as it would if it supplied from 60 to 70 per cent., and because it was less of a contending force would actually pay less to the producer than it otherwise would, what then will happen if we allow our cheese trade to dwindle still more? The answer is obvious.

The cheese industry, together with the butter industry, forms the foundation of successful agriculture and these two industries determine largely the price paid for milk for all other purposes. Any person or corporation desiring milk for any purpose other than the production of cheese or butter, never bases the price offered on the value to be obtained from this milk but on what the milk is worth for cheese or butter production plus a small premium. If the price of cheese and butter goes up, the price of milk for all other purposes goes up, and when the price of these other purposes goes up, and when the price of these basic commodities goes down likewise. The production of milk for all and any purpose is prosperous and profitable, as the production of milk for cheese and butter is prosperous. Therefore, anything which injuriously affects the prosperity of either of these two basic industries automatically reacts on all branches of dairying.

A further reduction in our output of cheese would be retrograde movement and injuriously affect our whole structure. The cheese industry saved agriculture when depression was stalking the land years ago, and cheese making will again have to come to the rescue.

According to the British market report for the year 1930, the import of cheese from Canada amounted to 22 per cent., whilst New Zealand, our chief competitor, supplied 63 per cent. It is true we are getting a small premium on our cheese over that paid for New Zealand, due altogether to the superior quality of our goods, but will we continue to command this higher price if we allow our volume to continue to fall off? On the other hand, if we can materially increase our exports, will there not be a much greater difference in price, which difference will widen and widen as our volume increases, to the point where we are supplying Great Britain with the major portion of her cheese requirements?

Let us consider for a moment just how volume affects price. According to the British market report covering a period of eleven months, ending November, 1930, imports of butter from New Zealand amounted to 1,388,948 cwt. (112 lbs.) whilst imports from Denmark for the same period amounted to 2,114,134 cwt., a difference of 925,186 cwt. (over 5) per cent. greater. Now examine the market quotations given in the same report. New Zealand is quoted at 108 shillings and Danish butter at 140, quite a considerable difference, and not due altogether to a difference in quality, as we are told by those who are in position to know, that the quality of the New Zealand butter approaches very closely that of Danish. Examining reports for five or six months previous, we find the same price difference running all the way from 20 to 42 shillings per cwt. We are forced to but one conclusion, viz., that volume, all other things being equal, is a determining factor in price spread, as between contenders for any market, and when one contender has, in addition to volume, superior quality, then its position is practically unassailable.

Some have said that it would be folly for Canada to produce more cheese, as Great Britain was already fully supplied. If we do not produce more cheese, how is dairying going to expand? We are now consuming all the fluid milk for domestic use that we can and until our population materially increases we have about reached the limit of absorption. What are we going to do with the surplus if we do not put it into cheese? Some may say that the butter industry will stand further expansion and that our surplus milk may be converted into butter. Let us see just how much the butter industry may be expanded, and if there may not be a limit beyond which it would be unprofitable for us to go. At present we are supplying our domestic requirements up to between 75 and 85 per cent. If we should increase our volume of butter to the point where our domestic market was fully supplied and there was even a small surplus over, what would happen? The price of butter would be controlled by the price received for this surplus, and as Great Britain is the only country to whom we could sell this surplus, it naturally follows that the price of all our butter would be controlled by the British market. Supposing we had a surplus of butter at the present time and could dispose of it on the British market at the same price as is paid for New Zealand butter how would we stand? New Zealand butter is quoted at about 23 to 24 cents, whilst our butter is selling here at 30 cents. Then, in addition, we would have to put up a fight for a place in the sun and instead of having only one competitor, as is the case with cheese, we would have a dozen who have already established themselves in this market, all of whom make a quality, if not superior, to at least equal to our own.

In my opinion it would be a calamity for Canada to materially increase her production of butter, especially to the point where a surplus would result. The best market is a market that is always a little short and never over supplied. Why should we destroy our home market for butter when we have an almost unlimited outlet for all the cheese we can produce at prices considerably higher than can, and has been obtained from butter?

The cheese industry will stand expansion much more successfully than will butter. In cheese at present we have but one competitor, New Zealand. We have a reputation for quality, built up by long years of hard work, much superior to that of any other country in the world. Why not capitalize on this reputation by increasing our output? Surely a market which is supplied by us with only 22 per cent. of its imports and with 63 per cent. of a much inferior quality, offers opportunities for expansion that should not lightly be dismissed.

The cheese industry is our one best bet and offers the only sure way out. What we need to do is to increase materially our production of milk for cheese manufacture and then maintain and improve, wherever possible, the quality. It may mean a strenuous fight for a few years, but who with red blood in their veins would quietly step aside and allow our competitors a clear field? Surely Canadians are built of sterner stuff!

MT. BUCHANAN SCHOOL

Following is the honor roll for the month of February:

Grade IX—1, Marion MacKinnon; 2, John MacKinnon; 3, Christena MacRae.

Grade VIII—1, Hazel Martin.

Grade IV—1, Mary Buchanan; 2, Dorothy MacRae; 3, Kathryn MacLeod and Josie Docherty, (equal); 4, Atwood MacRae; 5, John Buchanan.

Grade II—1, Margaret Buchanan.

Perfect attendance—Mary Buchanan, Alwood MacRae.

Annie Murchison—Teacher.

SUMMERSIDE HONOR ROLL

Summerside High School honor roll for February:

Principal's Dept., Grade X—1, Dorothy Harris; 2, Mary McCarville; 3, Frances Robertson.

Vice-Principal's Dept., Grade IX—1, Constance Enman; 2, Janet Horne; 3, Margaret Sinclair.

Mr. James McCallum's Dept., Grade VIII—1, Roderick Smith; 2, Clifford Brown; 3, Marjorie McQuarrie.

Miss E. A. Tanton's Dept., Grade VII—1, Keith Jelly; 2, Betty Jackson; 3, Jean McDowell.

Miss Marion Leard's Dept., Grade VI—1, Miriam Nicholson; 2, Doris Maillat; 3, Jean Cobb.

Miss Anne Green's Dept., Grade V—1, Raymond Farrell; 2, Leo Arsenault; 3, Robert Ferguson.

Mrs. B. W. Wood's Dept., Grade V—1, Lawrence Clow and Beulah Howatt, (equal); 2, Neil Sinclair; 3, Florence Tanton and Bennie Wedge, (equal).

Grade IV—1, Norman MacLeod; 2, Rena Key; 3, Marion MacLellan.

Mrs. M. S. Lewis's Dept., Grade IV—1, Edward Gallant and Elsworth McNeill; 2, Herbert McNeill; 3, Mamie Thompson.

Miss Ida Dawson's Dept., Grade III—1, Ruby Grady and Grant Travers; 2, Marjorie Lefurque; 3, Ada MacLeod.

Mr. A. K. Jamieson's Dept., Grade III—1, Billy Wood; 2, Billy Enman; 3, Florence MacLeod.

Grade II—1, Evelyn Walker; 2, Francis Arsenault; 3, Wilfred Mountain.

Miss Marion Campbell's Dept., Grade II—1, Irene Allen; 2, Lloyd Allen; 3, Ruth McLellan.

Mrs. Freda Brown's Dept., Grade I—1, Ervin Casey; 2, John Gallant; 3, Austin Arsenault.

Miss Estelle Bowen's Dept., Grade I—1, Margaret Allen and Peter Rogers, (equal); 2, Shirley Calbeck; 3, Edwin Heckbert.

C. Braden Jelly, Principal.

BODY OF PRINCESS TO BE REINTERRED

LONDON, March 11.—Final chapter in a royal romance will be written when in accordance with her expressed wish the body of the late late Princess Royal is removed from the vault beneath Saint George's chapel at Windsor and reinterred beside the grave of her husband, the late Duke of Fife at Mar Lodge, Deeside.

The Princess Royal's body now lies near the tomb of her parents, King Edward and Queen Alexandra, and the Duke of Fife's body was in the same vault prior to its removal to his private chapel.

Reinterment of the Princess will probably take place while the royal family is in residence at Balmoral. The Daily Telegraph in making announcement recalls that the last occasion when remains of members of the royal family were removed for reburial was in October, 1928, when eight bodies were removed at night from the same chapel to a spot behind the Mausoleum at Frogmore.

DEPARTMENT OF STATE TO ARRANGE ARRIVAL OF EARL BESSBOROUGH

OTTAWA, March 11.—The question whether Canada's new Governor-General—the Earl of Bessborough—will arrive in the Dominion at Saint John or Halifax is one of the matters which will be examined into by Thomas Mulvey, under-secretary of state. Mr. Mulvey, who is assisting in the preparations for the arrival of the successor to the Earl of Willingdon, has left for the Maritime Provinces on this official mission.

PRINCE EDWARD THEATRE
ST. PATRICK'S DAY CELEBRATION

MARCH 16th & 17th

1825 1931

Under the Distinguished Patronage of His Honor Lieutenant Governor Sir Charles Dalton and Mrs. Dalton His Worship Mayor Prowse and Mrs. Prowse

THE BENEVOLENT IRISH SOCIETY

Presents
The Big Broadway Success

"MY IRISH CINDERELLA"

IN 4 ACTS

UNDER DIRECTION OF MR. J. AUSTIN TEAINOR

With Splendid Cast of Local Talent.

Specialties and Orchestra Between the Acts.

Seat Sale Opens at the Theatre Box Office, Friday morning March 13th, at 9.30 A. M.

PRICES—35c, 50c, 75c.

3853-3-11-12-14-31.

IN MEMORIAM

ANNIE BUSHEY

After more than a year's illness, Annie Moore, daughter of Mr. and Mrs. Ben Bushey, Souris, died at her home on Wednesday, March 4th, at the early age of 17.

Her untimely death has cast a gloom over the community. Her record in the Souris schools and in Prince of Wales College, gave high promise of a bright career, but the Grim Reaper intervened, and she was called to higher service.

She has left to mourn their great loss, her parents and a younger sister, Jessie. The many lovely floral tributes, as well as the large gathering at the funeral service, testified to the popularity of the deceased, and the deep sympathy felt for the family.

The funeral service, conducted by her pastor, Rev. A. D. MacDonald of the United Church, was held on Friday afternoon, interment being in the C. of E. cemetery, Souris.

MRS. JESSIE MACLEOD

There passed peacefully away at Eldon on February 27, 1931, Jessie Beaton, relict of the late Donald MacLeod, of Wood Islands, who predeceased her 31 years ago. Though she had reached the advanced age of 98 years, she, enjoyed until about one week before her death, her usual splendid health. She was a member of the Presbyterian Church, to which she loved to go, until her years prevented her.

She leaves to mourn, four daughters, viz., Mrs. W. E. Cushman, Norwood, Mass.; Mrs. A. W. Finlayson, Charlottetown; Mrs. D. M. Beaton, Vancouver, B. C.; and Mrs. J. M. Martin, Eldon, with whom she resided for the past number of years. An only son Roderick, of Readville, Mass., was killed a few years ago. One sister, Mrs. Catherine Webb, O'Leary station, and one brother Malcolm R. of Flat River, also a number of grandchildren and great grandchildren.

The funeral, which took place on Sunday, March 1st, was conducted by her pastor, Rev. T. A. Rodger, of Belfast, who spoke words of comfort and the great hope beyond the grave. The hymns sung were "The Lord Is My Shepherd," "O God Our Help in Ages Past," and "Jesus Lover of My Soul," favorites of the deceased. Interment was in Flat-River Cemetery. (Patriot please copy)

Spruce Laths & Cedar Shingles

on hand
500,000 Spruce Laths
Prices \$2.50—\$3.50 and \$4.00 per 1,000

—Also—
One Million Cedar Shingles in Air-Dried British Columbia and Campbellton, N. B. Cedar Shingles
In all Grades
—Prices low—

L. M. POOLE & CO. Paoli's Wharves

Win International Dog Sled Races



EMIL AND LEO ST. GODARD COME DOWN IN FRONT

Here is shown from LEFT to RIGHT, Leo St. Godard of The Pas, Man., winner of the first prize handcap cup at the international dog sled races, Lacordia, N. H., and his brother, Emil St. Godard, who took first place in elapsed time class, with Mosley Taylor, president of New England Sled-dog club, presenting the Trophy.