

National Cheese Week A Canada-Wide Movement

Island Produce Second To None In Food Value

Increased Consumption Of Prince Edward Island Cheese Would Benefit Consumer And Producer Alike.

BY W. L. BRENTON
(Provincial Dairy Superintendent)

Of great importance to the dairy industry of Canada at the present time is the National Cheese Week campaign, inaugurated by the National Dairy Council of Canada, which falls this year Oct. 28 to Nov. 2.

For a number of years throughout Canada the swing has been from cheese to creamery butter production, the latter being more profitable up to a certain point. The result of this course, however, has been the accumulation of a large surplus on the Canadian butter market owing to the considerably lower export price prevailing.

EQUALIZATION MOVEMENT

During the past three years, patrons of creameries in Canada have lost millions of dollars annually due to the presence of this surplus on the home market in the summer months of heavy production. This year, through an equalization fund of one million dollars granted by Parliament a bonus of one and one-half cents per pound on cheese manufactured during June, July and August was paid the patrons of the cheese factories by the Dairy Division of the Federal Department of Agriculture, and by special arrangements over two million pounds of our surplus butter was exported to Great Britain. This action, although not a cure, has acted as a stimulus to our dairy business.

The basic fact to be considered is, of course, that all our dairy farmers are milk producers. The decision is made by the individual farmer in what form his milk is to be sold, whether to the cheese factories, to the city distributors as fluid milk, or separated and shipped as cream. Most producers have at least two or more outlets. Their decision as to what they shall do with their milk is governed by the prevailing market prices for each product. Thus, the production of all forms of dairy products increases or decreases according to market conditions and prices.

The Governing Factor

The prices of each product, in turn, are affected by the variations in the volume of production. Milk, no matter into what product it is manufactured for the time being, will flow naturally to the most profitable markets. No dairy farmer will be satisfied to have his milk disposed of in any other less profitable way.

The importance of cheese production has more or less been overlooked by both producer and consumer. Cheese is coagulated milk, thickened by rennet, heated to a certain temperature, pressed together until all the whey moisture is taken from it, put in a cool place to cure and after a few weeks is ready for the market. This is known as Cheddar Cheese, the kind we manufacture here.

All cheese is rich in calcium, bone and teeth building elements. The addition of milk and cheese to the child's diet will supply all the food substances and the combinations will tempt the most finicky appetites. Many doctors are recommending the addition of a tea-spoon of Cream Cheese to an eight ounce bottle of milk as an aid to undernourished babies.

A Family Food

But cheese is food for the whole family. Who does not enjoy properly prepared dishes of macaroni and cheese, baked cheese and rice, baked cheese and tomatoes, cheese omelettes or cheese in a dozen other ways in which it may be served? One pound of cheese contains nearly all the protein in a gallon of milk. With proper care cheese will keep for a long time in good condition and the many ways it can be served give variety to the diet. From the standpoint of the housekeeper, one of the greatest advantages is that it can be served in its natural state, without any time, labour or expense required for heating, cooking or preparing it for the table. For a summer diet to supply protein and vitamins cheese cannot be equalled. Of all the muscle building foods it is the most economical. Cheese is rich in butter-fat, containing that vital substance so essential to growth and health. This fat, makes cheese an essential and indispensable food.

Cheese is not used by Canadians as freely as the people of England (and by the way our cheese is given a three cent preference over all others by them) because we have not as yet realized its high



MR. W. L. BRENTON PROVINCIAL DAIRY SUPERINTENDENT

food value at such a relatively low cost. It is food of a high nutritive value, the best concentrated form of milk. The National Cheese Week campaign will be of great benefit if it serves to emphasize this important fact to every householder in Canada.

Creamery Butter Production

A few words may also be said with regard to butter production in this Province. All our creamery butter is from T. E. Free Area cream, carefully pasteurized. The larger amount is put up in two pound flats and is disposed of on the Maritime market; the balance and what is generally held in storage is put up in 56 pound waxed parchment lined boxes. As in previous years only a small percentage of our butter was graded, but it is pleasing to know that our Province heads the list of all provinces of Canada with an average score of 92.91.

There is now and has been considerable butter from other provinces being sold by our local merchants throughout the Island. Also complaints are being made of their being compelled to handle dairy butter of inferior quality and not up to legal weights. In the best interests of dairying in general every merchant should discontinue this practise of handling dairy butter that so invariably causes dissatisfaction and loss. It is not my policy to coerce or too freely advise in this or other lines of handling our dairy products, but I would ask that careful consideration be given to the manufacture and handling of dairy butter, fully believing that much better satisfaction as to quality and financial returns should be received if all butter were manufactured in creameries.

NOMADS PRACTICE

Football practice for the Nomads this evening at 5 o'clock sharp at C. A. A. Grounds.

PRINCE EDWARD ISLAND CHEESE

From Cows Free from Tuberculosis

By using more of our High Grade Cheese you will benefit directly by preserving your health, and indirectly by supporting our Dairy Farms.

TIGNISH AND PALMER ROAD
DAIRYING ASSOCIATION

Ethiopia Firm Even If Bombs Scrap Capital

(By James A. Mills)
(By The Associated Press)

ADDIS ABABA, Oct. 27—Where the emperor's red tent is, there is the capital of Ethiopia. In few countries are there so many former capitals as here. Gondar, Ankober, Aksum, Debra Darl, Magdala and Harar are a few of them. Until half a century ago the finest palace of the greatest emperor was nothing more than a circular hut, made of narrow wood uprights pounded into the ground and covered with a straw roof.

Seventy-five years ago several British missionaries and two consuls were arrested by Emperor Theodore. They were put in chains and dragged about from place to place so as to be kept near him. That was the capital. It has always followed the ruler and the system has worked fairly well because there has not been much state business to be transacted. Government was subsiding. Taxation was plunging. Taxes were gathered in kind and often ruthlessly. Each high official was lord in his own domain. He had little need of communicating with the king of kings and was happy not to see him. The army was a band of retainers under feudal chiefs. They fed off the land they happened to be passing through. Their departure was welcome. There was no commissary department and no war ministry. Whenever the emperor went he was at home. He looked more regal in a red tent than in a straw hut. Persons who wanted to see him had to pay him all over the empire. Sometimes they had to hunt him half a year.

Menelik Found Capital

But whether business was attended to this year or next mattered little. In fact many preferred not to have it attended at all. That left every man master. The strong and clever dominated. Emperor Menelik changed the system somewhat by limiting the power of local chiefs and founding Addis Ababa as a new capital. It stretches over a vast amount of land and contains from 60,000 to 100,000 inhabitants according to the season, of whom 80 per cent live in crude huts.

There are, however, two palaces, a postoffice, a telegraph station and a number of ministries where one can never find a minister. It would be all the same if one did, since they are virtually imperial office boys. They are a few schools, courts of a kind and under trees, a place where taxes are brought and where salaries are paid. Imperial orders are sent out by post, telephone and telegraph and a bit of centralization has been established. But if the city were bombed and all of the public buildings were destroyed, Ethiopia would remain just the same and the task of governing would be little affected. The principal tragedy would be that when the bank blew up the army of war correspondents here would not be able to cash cheques from home. Ethiopians who do business with big silver dollars would not lose much.

Ethiopia Bomb Proof

At first Addis Ababa was only a group of tents clustered about the imperial marquee of Menelik. It could become that again and Haile Selassie would continue to rule Ethiopia as his predecessors have done for two millenniums.

There are no factories to close, no workers to starve, no vital communications to be cut. All the food and fuel in Ethiopia is carried on the backs of donkeys and the heads of men and they can trot to a tent as well as to a palace.

Ethiopia is bomb proof. A land as large as France and Germany can't be put under gas and a nation that has no houses can't have its homes destroyed.

Ethiopians may not be able to overcome modern weapons, but they can evade them. Ethiopia can't be conquered until the Ethiopians are killed. That's the way Menelik conquered it.

ADIEU

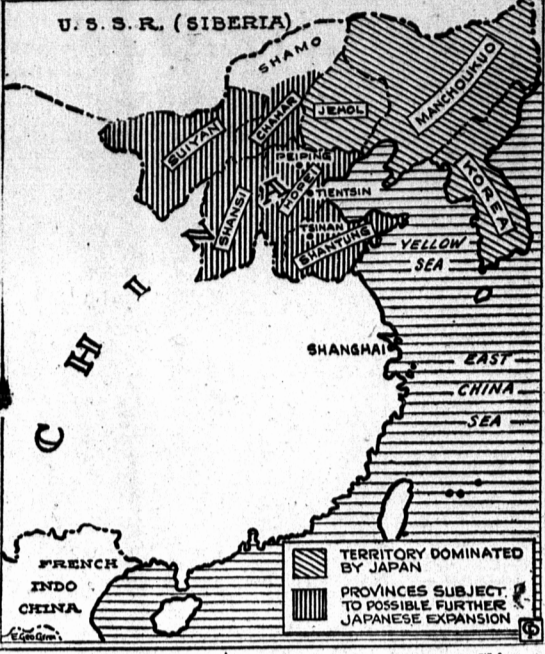
The' oft were my sighs,
I shed not a tear;
When I heard of my dear sister's death.

For why should I weep
When her rest was so sweet,
As she smilingly breathed
Her last breath?

We walked hand in hand
The stranger would ask
"Little girls which's the older of you?"

We parted at last,
To our separate homes,
Since that day were our meetings
but rare.

Japan Again Moves Into China



Map Shows Territory Japan Already Has Sliced Away From China and Territory Which is the Subject of New Demands. While European nations are involved over the African squabble, Japan is making new moves in China. A Japanese spokesman said Japan "may find it necessary" to separate five provinces of North China from administration by the central Chinese government. Such a move, the spokesman explained, would be necessary "unless Nanking voluntarily co-operates with Tokio in 'promoting the natural economic affinity between North China and Manchoukuo, and in combating communistic influence working through Outer Mongolia.' The provinces mentioned by the spokesman are Hopei, Shantung, Suiyuan, Chekiang and Shansi, shown on the ABOVE explanatory map. The Chinese fear Japan may adopt a high-handed policy in North China.

SEEKS TABLE RULE FOR WOMAN PATRON

ATLANTIC CITY, Oct. 27—Women drinkers would be forbidden to stand at bars in New Jersey and limited strictly to tables under a recommendation considered by the resolutions committee of the New Jersey Licensed Beverage Association.

The resolution was backed by William Wellhofer, president of the association and proprietor of a bar in Atlantic City where the table rule for women is enforced. Such a step, he believes, would do much to improve the atmosphere of drinking places. As another improvement he cited the increasing use of barmaids in New Jersey, saying that today more than 60 per cent of all alcoholic drinks were served by women.

"We consider that this is bringing a wholesome influence into the whole situation," said Mr. Wellhofer. "We find that the presence of decent women, as proprietors, or as their wives helping with the service and as hostesses, or waitresses, helps to keep a clean atmosphere and prevent rough talk or disorder."

VERNON RIVER W. I.

The regular monthly meeting of the Vernon River Women's Institute was held at the home of Mrs. Irving Tweedy on Tuesday night, Oct. 23, with nine members and six visitors present. Meeting opened by singing Institute Ode, followed by repeating Creed in unison. Roll call was answered by "My Favorite Vegetable." Minutes of last meeting were read and adopted. Reports from sick and school committees were heard. Miss Stewart and Miss Bears were appointed on sick committee for next month. Mrs. Tweedy and Miss Bears were appointed on school committee. It was moved and seconded that paper hand towels be bought for school. Next meeting to be held at home of Mrs. John Curley, roll call to be answered by paying fee. A delicious lunch was served by the hostess.

Lobster Dealers Accused Of Conspiracy

(A.P. By Guardian's Special Wire) WASHINGTON, Oct. 27—The Associated Lobster Dealers of Massachusetts stood accused tonight by the Federal Trade Commission of conspiracy to fix lobster prices.

Named along with the Association and directed to show cause by Nov. 29 why a cease and desist order should not be issued were 24 officers and members of the group. The Commission's announcement on Saturday said the unincorporated association was alleged to have formed a combination resulting in the suppression of competition in the purchase, sale and distribution of Canadian and domestic lobsters. The commission alleged that the combination fixed from day to day the price at which Canadian and domestic lobsters were bought from fishermen in the Boston market and arbitrarily divided the supply among the wholesaler respondents. The charge of conspiracy in the purchase and sale of lobsters was said to embrace the entire range of prices from fishermen to retail consumers.

WOULD POPULARIZE ANCIENT MASTERS

(Canadian Press) LONDON, Oct. 27—Old masters in the National Gallery here, valued at many thousands of dollars, apparently are not wanted by provincial galleries that can borrow them, modern taste being for modern pictures. With a view to arousing interest in the famous old paintings the Director of the National Gallery, Kenneth Clark, is arranging a tour. Mr. Clark hopes to persuade Coventry to borrow some old paintings. He will also visit Sheffield, Nottingham and Leicester—not in sorrow or in anger—but to see whether more Dutch and Italian masters cannot be sent there. The standard set by Manchester and Birmingham is exemplified as one to be followed.

A difficulty in some towns is that the gallery space is taken up with pictures presented by well-meaning but fanatical aldermen whose gifts cannot be refused. But the great trouble is the development of a taste for modern painters. The Tate Gallery does very well in lending the moderns. The challenge is now to be answered by the National Gallery, home of the old masters.

SARAH BAILEY BELL

She passed away October 19, 1935, at the Prince Edward Island Hospital, Miss Sarah Bailey Bell in the eighty-third year of her age.

She was the daughter of the late Francis Bell and had resided for some years with her sister, Mrs. Allan Boisner, Stewart Street, City. Of a gentle and kindly disposition, deceased had many friends, who will deeply regret to learn of her death.

Besides her sister, she is survived by two brothers, Arthur, of Charlottetown, and Alfred, of Seattle, U.S.A.

The funeral of the deceased took place Monday, 21st inst., the Rev. Hugh Miller, assisted by the Rev. Thomas Palethorpe conducting the services.

The pall-bearers were four nephews, viz., Frank P. Bell, J. Russell Bell, W. Wesley Bell and R. Reginald Bell.

HYMN SINGING IN THE OLD DAYS

The Boston Transcript says the devil is getting too many hymn tunes! No good ones are being written:

"Many a man and woman going down the sunset side of life's divide, recall vivid childhood impressions of the fervor with which worshippers in meeting-houses used to sing the long-familiar hymns, especially when the tune was good. With what war-like roaring the grave men, with long beards and shaven upper lips, lifted up their voices when singing Luther's 'Ein Feste Burg.' How ecstatically the women, in voluminous skirts with sleek bandeaus of hair drawn over their ears, dwelt upon the crescendo, the dying fall and the refrain of a hymn like Cowper's 'There is a Fountain Filled with Blood.'"

"This hearty joy in the Gospel tunes in some way made up to the singers for the repression of weariness during the week. Their lives were in the main drab and uneventful. They were emotionally starved. They might not dance, might not go to the circus or to the theatre. Playing cards was forbidden. There was moral death in a mug of beer. The game of authors in winter, croquet in summer, summered up the sanctioned secular recreations.

A MILITARY WEDDING

At the wedding of the Duke of Gloucester, I am told (says a Star Writer), we shall see the King and his sons, who will support the Duke, wearing their military uniforms. It is said that the Duke of Kent has been appointed Colonel-in-Chief of the Royal West Kent Regiment, all the King's sons hold military rank. The Duke of Kent was seen for the first time in military uniform on the occasion of the ceremony of 'Trooping the Colour for the King's Birthday. The Duke of Gloucester is a major in the Hussars.

Premier Voices Warm Approval Of Campaign

Sees No Reason Why Local Cheese Consumption Could Not Be Greatly Increased.

"A movement deserving of every co-operation and support by the people of this Province," was the opinion voiced by the Hon. W. M. LeA, Premier and Minister of Agriculture, when interviewed by a Guardian representative on the subject of the National Cheese Week campaign.

Welcoming the opportunity of endorsing the campaign, the Premier said that despite the acknowledged quality of cheese production in this Province, we are "very poor cheese eaters." "The principle reason, I think," he added, "is that we have not always been getting the best cheese. I do not know whether it is true at the present time, but it used to be true that when grading was being done, our select quality cheese was sold to the English or the foreign trade, and when local storekeepers sent in their orders they were supplied with cheese that did not pass the No. 1 standard test."

"Cheese is one of the cheapest forms of food we have, and I do not think sufficient attention has been given to this fact. While the consumption of fluid milk has increased in Charlottetown and other centres, largely due to the educational campaign carried on, there has not been the same attention focused on the great value of cheese as a food for children, as well as for the value but from the standpoint of economy, there is nothing better than the good cheddar cheese made in Prince Edward Island.

British Opinion

"British people as a class are pretty good judges of the food value of different articles they import. Those of us who have looked carefully into their diet over there, know that they make wise selections, and any food commodity popular in the British market would become popular here, if people gave it a thorough trial.

"As always takes place, our taste changes with consumption. At one time in this Province we did not think we could eat any but the old blue potatoes. We have since acquired a taste for the Green Mountain variety, and enjoy them just as much. The same applies to cheese.

"It is important, however, that the consumer at home should be supplied with just as good an article as is exported. Let the Prince Edward Island consumer know that he can always get it, that he will not run foul occasionally of something that has been condemned for export, and I have no doubt that local consumption can be greatly increased."

Commends Federal Policy

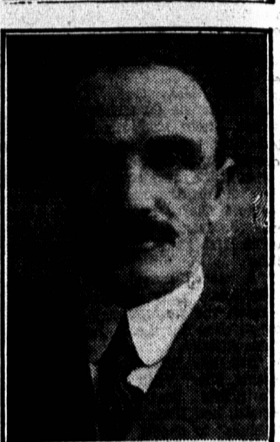
The Premier commended the federal policy of bonusing cheese production for export at the present time. "We make better cheese than butter," he said, "and we should relieve the surplus of milk in Canada by manufacturing it into cheese as much as possible. It makes a great deal of sense when we receive a premium for our cheese and we do not receive as high a price as the best of our competitors for butter."

ATTACKED BY LIONS

JOHANNESBURG (C.P.)—A trainer attacked by lions at a circus in the Witwatersrand when attendants drove off the beasts with pointed irons and the trainer was able to continue the performance after a short delay.

TAFFETA'S POPULARITY

'Taffeta is the most popular material in Paris. It is used for dresses, evening coats and caps, for gloves, and evening petticoats.



HON. W. M. LEA, Premier of Prince Edward Island

WATCH WEIGHT OF JUVENILES

LONDON, Oct. 26—Special attention is being devoted by the London County Council to the health of 500,000 children in its elementary schools, and recently the council decided to introduce a scheme for a systematic weighing and measuring of all those under 12 years of age.

The children's Jubilee festival was held recently at the Royal Albert Hall and illustrated the leading achievements of the present generation of L. C. C. children in music and dancing. There was a choir of 1600 children, an orchestra of 200 instrumentalists and a brass band. Folk dancing and classical dancing was carried out by 200 scholars of all ages.

AN OUTDOOR GAME THAT IS GOOD FUN

Spotting the treasure is a game very much like "Hide-and-Seek" except that there are lots of things to seek. It can be played indoors as well as outdoors.

First the umpire prepares a number of cards, each with the name of a "treasure" written on it. For instance, one card will be marked "Diamond necklace," another "Silver Watch," a third "Gold chain." The cards are numbered so that the necklace counts ten points, the watch five and the chain three, other cards being numbered according to the supposed value of the articles they represent.

When the cards have been hidden under bushes, in trees, behind sheds and so forth, the players have ten minutes or longer in which to find as many as they can. When the game is played indoors, the "treasures" can be hidden behind clocks, on the staircase, in cupboards and similar places. The player who scores most points is the winner.

A good variation of the game is to make things go in pairs, such as the chain with the watch, and be worth more when collected by one person.

PIONEER LABORITE DIES

EDINBURGH (C.P.)—James Symington, believed to be the oldest trade unionist in the United Kingdom, died here recently. The record of his birth could not be found but he was known to be at least 102 years old.

NATIONAL CHEESE WEEK

October 28 to November 2

"SERVE CANADA BY SERVING CHEESE"

Prince Edward Island's Cheddar Cheese is unexcelled in quality and food value.

Local consumption of Cheese is highly recommended by

The Prince Edward Island Dairymen's Association

Eat More Cheese

You can put nothing on the table that will be more delicious and nourishing.

Serve it at every meal.

WE MANUFACTURE

Choice Cheddar Cheese

Dundas Cheese Factory

H. J. McCORMAC,
Manager