



EXPORT CANADA'S FINEST CIGARETTE

Fluid Milk Production Problems Discussed At Farm Institute Meeting

The monthly meeting of the Agricultural Institute of Canada, Prince Edward Island branch was held on Monday evening March 1, at Birch Court, Experimental Station.

After a short business session Mr. Claude Smith, a prominent milk producer near Charlottetown, gave a very interesting talk on "Problems in fluid milk production from producer to consumer."

This was followed by an interesting discussion period. Mr. John Martin of the National Film Board showed two films, one on wild life in the National Forest Area of the United States and another on milk production.

The following is the text of Mr. Smith's address: "The importance of the dairy industry perhaps is best explained in dollars and cents for we are told that about 35 cents out of every dollar that is spent in Canada for food is spent for dairy products."

"The milk that is carefully delivered to the door, the creamy butter, the piece of cheese, the delicious ice cream is such a common sight that it is more or less taken for granted. Canada does about \$400,000,000 business in dairy products, which represents a capital investment of nearly three and one-third billion dollars."

"The cow population in Canada is about four million. This gives employment, either directly or indirectly, to about 17 per cent. of our total population. There are about 4500 plants, both large and small, where milk is handled or processed."

"This represents an investment of about three hundred and ninety-seven million dollars and the farms where cows are kept represent a capital investment of about two and one half billion dollars with another three hundred and fifty million dollars invested in machinery. The manufacturing plants are a further investment of over two hundred million."

"Canada has produced over seventeen billion pounds of milk in one year, enough to fill over seven billion quart bottles of milk. If it was put in eight-gallon cans, placed by side, they would more than reach around the world."

"The average consumer in Canada consumes about five hundred quarts of milk in some form or other each year, using more milk per person than in any other country in the world."

"The manufacture of butter requires the largest percentage of milk. Then comes the fluid milk and cream sales. About 80,000 farmers supply milk to the fluid milk and cream trade. There are more horses used bringing the milk from the producer to the consumer than in any other industry. Several thousand horses and huge quantities of feed are sold to distributors annually."

"Prince Edward Island used more milk per person than any other province in Canada in 1947. About 12,000,000 pounds of milk per year is sold to the local trade."

"In the Charlottetown area regulations were sent out to the producer by the City Milk Inspector, the late Dr. Croken. In it he instructed the producer as to methods of sanitation. They include suggestions on such things as the care of the cow stable, cows, milk houses, etc."

"One of the greatest problems of the dairy farm is efficient farm help. I would like to quote Mr. R.H. Bailey, Past President of Dairy Farmers of Canada: 'High cost of labour has become our problem. No longer will the dairy farmer be able to secure labour at the old rates, or even at the present rates. In fact, owing to long hours and overtime, under living conditions (in the majority of cases) so different and inferior to those in urban centres, as compared with shorter hours and higher pay, there can be no successful competition for labour by the dairy industry in Canada. Men who have become used to the apparent advantages of urban life are not going back to the old job on the farm except if they have to and may that condition never occur again as it did in the thirties. The dairy industry is willing to pay the highest price for labour that the business will stand.'

"Great Care Needed "In the production of fluid milk great care must be taken of the milk from the cow to the consumer. If you cannot get men that will take an interest, then you are going to run into trouble as it is impossible for the producer to be on hand at all times."

"Feed "Most dairy farmers find it difficult at times to buy the proper protein and other feeds for their cows. In a summary made in Alberta it was found that 39.6 per cent of the grain rations were home grown grain. This means that every 100 pounds fed, about 60 pounds were bought. I have not figures for this province, but would think we feed even a higher percentage of imported feeds."

"Regular Supply "Yet another problem is keeping up a regular supply of milk. On our farm we should have a cow calve every two weeks. This would give us a regular supply the year round. For some reason this year we find it very hard to get cows bred. Some have bred several times before results, others we had to dispose of. This costs many dollars to keep up a regular supply. This condition is fairly general throughout the Maritimes."

"Good cattle are hard to find and when one is lucky to find them the price is high. Grade cows sell up to \$180.00 and pure bred ones up to \$300.00. This takes the profit on many pounds of milk."

"Many farmers are finding it difficult to replace their barns and equipment. Suitable help and material are hard to get and new equipment, when you do get it, is hard to pay for at present prices."

"Production For the last five years the average production of the cows in Canada was 14.7 lbs. The lowest was 10.7 and the high year 17 lbs. In our province the last three years we have had a shortage of good pasture and hay. For some reason we do not get the crops we did years ago. This had a great deal to do with the production per cow and possibly could have something to do with the lack of cows getting with calf."

"Diseases of Cattle "In this area there is very little disease among cattle. There is practically no Bangs disease, no tuberculosis and very little mastitis, compared with Alberta or Ontario. There are some cases of vaginitis but this can be cleaned up if care is taken of the animals. I think we could and should make this a complete disease free area. This would give us a better market for our livestock."

"Pasture "Milk that comes from a long distance and where cattle have a large percentage of Bangs disease, such as Ontario, should certainly be pasteurized. In this area we have unpasteurized milk put on the street two hours after being milked from cows that have been tested and are free from Bangs disease. Tuberculosis or mastitis. I would like to quote here S. G. Hounsfield, Medical Officer of Health, from a Stormarket, England. 'Clean raw milk or pasteurized milk which is the better? Of course the former, without the slightest doubt. We were not intended to live in a glass case, drink and eat nothing but sterilized food; if this were possible for a time, then the first microbe would probably kill us.'"

"If we sterilize or pasteurize milk we might as well sterilize all raw foods, which is absurd. It is most important for children and young adults to drink plenty of milk. The necessary amount of calcium salts cannot be supplied in sufficient quantities in any other food. Let them drink it raw without fear and trembling; let it be cooled as soon as milked and kept cool rather than heated, and let us push on with a campaign for producing clean milk. We shall then get rid of every microbe, and thank God for that."

"Public Education Through Advertising "The more milk used by the consumer the better it is for all. The producer sells more milk, the distributor has more volume of business and the consumer has better health. In Ontario one cent per hundred pounds of milk is kept off the producer. The distributor gives a like amount. This is put in a fund called "Milk Foundation." Milk Foundation has charge of all advertising and milk products in that province and is educating the people of the food value of milk. All their advertisements or circulars sent out are checked by University. This is a splendid idea for advertising and should be adopted by all provinces. The consumer is fairly responsible and when he sees he is paying a just and reasonable price, does not kick. Therefore, we should, at all times, be sure of costs and educate him to the costs and problems of production."

"Price Control It is interesting to note that for all the price of milk went up 3 cents a quart in a few weeks, in Alberta when the producer, dis-

given under oath and all classes had the opportunity of giving evidence. The Alberta prices are: Concentrates 74.4 Roughage \$1.04 Pasture, etc. 15.5 Labour 96.1 Buildings 57.8 Hauling 25 Total \$3.72

"The labour figure here allows the farm owner the same price as his hired man and makes no provision for management and supervision. It includes no profit, so they allow 54 cents to cover these costs. They fix the rate at \$4.25 a cwt. for 26 milk milk."

"On our farm we use a simple method to figure costs. We are feeding one lb. grain for every quart of milk, 25 lbs. hay or roughage and about 40 lbs. turnips or mangels to each cow and our cows average about 20 lbs. milk per cow a day."

"Efficiency of Production "I think every producer realized the cheaper milk can be put on the market the more he will sell. Every economy must be practised not only in buying feed but in raising our average production per cow. The average production can be increased if we can arrange to have our cows freshen once every twelve months."

"Feeding "Some of the farmers I talked with in Ontario thought turnips were an expensive feed when labour was counted and the food value taken into consideration. Several did not grow any but those that did not grow turnips had silos, others thought there was more feed in mangels. Those with silos said they could get along with less protein feeds and milk feeds. Another man I talked with fed his cows, that is the grain mixture, a balanced ration put up by a well-known company. No other grain was fed. His cows milked extra well on this ration. His costs were much greater than his own mixture. Several of his cows developed udder trouble which he blamed on the feed. That year the extra milk did not pay him for the extra cost."

"Permanent Pasture "There is no doubt that cows pastured in the same field year after year will give a better pasture if some fertilizer and lime are used and if proper seeds are used when seeding. I am not sure as yet just what effect permanent pasture is going to have on the rest of the farm. It would seem to me what I am gaining in pasture I am more than losing in the fertility of my other fields."

"Position of Consumer Urban residents have considerably more money today than in 1939 and have greatly benefited from improved economic conditions. The findings of numerous milk consumption studies undertaken under the supervision of Dr. W. C. Hooper, then the Economic Division of the Dominion Department of Agriculture, in different parts of Canada, clearly indicate that the factor mainly responsible for determining the amount of milk consumed is the economic ability to purchase it."

"It is shown that in Ontario sales increased 1938 to 1945 142%. In 1945 101%, theatre admission increased 53%, cigarette sales have more than doubled. Milk sales increased 87.5%."

"NASTY COUGH due to BRONCHIAL GRIPPE Don't let choking spells frighten you any more. If you are a victim of Bronchial trouble, use Polson's Cough Syrup at once. This soothing remedy acts as an internal antiseptic and thins out the mucus or phlegm that makes you gasp and choke. You will get prompt relief from that over-wrought condition in the muscles of the bronchial tubes; these muscles will be relaxed and you will be able to breathe freely again. There are soothing properties in this remedy that will surprise you—also something to remember—you will be using a tonic as well as a Cough Syrup—a very happy and effective combination."

"There is new hope ahead for sufferers from Bronchitis and Asthma—once they start using Polson's Cough Syrup. Sold by all Druggists in 35c bottles."

"POLSON'S COUGH SYRUP"

New Cabinet Member On The Draft Address

Provision of machinery for land drainage and greater attention to production of feed grain, in accord with a suggestion made here recently by the Federal Minister of Agriculture as a solution to the high cost of imported grains, was urged in the Legislature on Tuesday by the Hon. J. Wilfred Arsenault, newly appointed minister without portfolio in the Jones Government. He was making his maiden speech in the Draft Address debate.

"It is likely that within the very near future this Province will be in a position to supply our farmers with motorized equipment with a view to clearing land that might be cultivated and to provide the farmers with machinery required for drainage," Mr. Arsenault said. "West of Summerside we have no hills; we have level land generally and as a result of that which the farmers believe could be drained to good advantage. The Federal Minister of Agriculture, Mr. Gardiner, told our farmers that if we have a feed problem on the island we are in a position to solve it to some extent, by devoting more land to the growing of feed grain."

Mr. Arsenault referred to a similar suggestion made at recent agricultural meetings in the Province. "If in addition to growing a few more acres of grain on each farm it would be possible to establish small milling plants," the feed shortage situation would be considerably improved," he said. He referred to the Premier's proposal of digging up muskeg mud beds for use as fertilizer. He recalled that thirty years ago the people of his vicinity were engaged in this enterprise at the Ellis River. At that time the mud could be bought at the diggers for ten cents a load. The result was that many farms in that vicinity were completely mudded and have been producing excellent crops. "There is justification for the Premier's belief that the people of our locality will welcome this policy, in that they are near a source where that excellent fertilizer can be obtained."

"The northern section of our district is much more prosperous agriculturally than the southern section," he explained. "Many people are engaged in fishing in the southern section. The only village of any size is the one in which I reside, Wellington, in which we have during the past few years noted a considerable growth. With the return of many war veterans to that section we look forward to a growing expansion within the next few years. The Minister of Public Works will be asked to give us a hand in the expansion program which is now being planned."

"Adult Education Mr. Arsenault referred to the progress made in adult education and co-operative enterprise at Mt. Carmel, Egmont Bay and Wellington during the past ten years, as a result of a movement fostered in this Province by St. Dunstan's University in collaboration with St. Francis Xavier University of Antigonish."

"Ten years ago when it became known that it was possible in this Province to educate adults," he said, "I was responsible along with others in bringing to Wellington experts in this line. From that modest beginning the people today have placed themselves in a position where they are more or less independent financially. Our credit unions after ten years do a business of \$75,000 annually, our consumers' co-operative a business of between \$125,000 and \$150,000 annually, and our fishermen's co-operative an annual business in excess of \$200,000. Had it not been that our people realized that they themselves were in a position to better themselves socially and economically, this programme could not be seen in those communities today."

Mr. Arsenault referred to the exhibition held annually in his district. They are weak along livestock lines, but with the institution of farmers' clubs it is hoped to make progress. "I regret," he added, "that in the southern end of the district we never enjoy the sight of a herd of pure-bred cattle. I trust that the Department of Agriculture will take note of this and give us a little more efficient service than we have enjoyed in the past."

"We could use many more field men in Prince County. As far as I know we do not now enjoy the services of any of those men. It should be a 'portal to portal' service." The district, he added, had two fine illustration stations.

Mr. Arsenault referred to the demand outside of Wellington for electric current, particularly in the Egmont Bay area. "I have been waited upon by a delegation owing to the fact that the Government, as I understand, has not any definite policy on rural electrification. I feel, however, that as the resources of the country suffice electrical energy will be extended to the rural areas where the need

appears to be greatest. We would welcome an extension of the lines into Malpeque and Lot Sixteen particularly. In that area we have a young veteran on practically every farm, therefore the extension of the lines in that direction would pay dividends for years to come."

"The December 11th election gave us a clean sweep in Prince County," Mr. Arsenault continued. "We are going to impress more and more on the Government that we want more services in Prince. If I should say that we are satisfied with the present road situation in Third Prince I would jeopardize my position with the Minister. We do, however, feel that he has shared the activities of his department as equitably as possible in all the districts. In our district last year we were fortunate in having some eleven miles of widened and subgraded road. We have many other roads which will soon require attention, also a few bridges of a former regime which will require widening soon. I refer particularly to the bridge at Wellington which has fallen in to disrepair."

"There will necessarily, in the years to come, be some expansion in the county of Prince. We will look forward to the extension of water communication between West Point and Buctouche. Although this is a matter which is purely Federal, I trust that some influence from this Government will be brought to bear so that Western Prince can be given the same facilities as are provided for Eastern Prince and Queen's Counties."

Mr. Arsenault commended the activities of the Federation of Agriculture, stating that as farming communities become more and more conversant with their own problems they will expect more and more co-operation from the Government. Time will be required to implement the various policies outlined in resolutions passed at the agricultural meetings, but he was pleased to find a note of "comforting optimism" in the Speech from the Throne with regard to the prospects of amelioration of conditions in the near future."

Referring to Dr. Latimer's report on the agricultural economy of the Province, Mr. Arsenault stressed the importance of inaugurating a system whereby small industries could be brought here. Otherwise, he predicted, we shall remain in the doldrums financially." He referred to the need to the progress made in cucumber production and processing last year.

Farmers, he suggested, should hesitate before making discouraging remarks to their children with regard to farm conditions and prospects.

Apprenticeship Training "We should not neglect apprenticeship education in this Province," he continued. "It is true that Charlottetown offers vocational training facilities to those who wish to engage in it, but strangely enough, although it will soon be open to the youth of the Province, I understand that thus far only a very small number of young people have signified their intention of enrolling. Whatever the situation may be, if ever this Province is favored with the establishment of composite high schools, I trust that those in authority, in preparing the courses, will not forget that we are living in an agricultural province primarily, and that that we have also an important industry in the fisheries, with the tourist trade coming third in importance." He suggested, in the latter connection, that the Province should seek to capitalize on its own unique features in attracting summer visitors. "If we look forward to the prospects in these three industries, I submit that our educational program should take them into consideration."

"As a result of the election of Dec. 11," he concluded, "I have dedicated myself to the service of my constituents, and I hereby dedicate myself to the best interests of the average man, and I say that unless we all agree and co-operate in creating among the youth of this Province a vision of the better things of life, then all our efforts will be in vain." He foresaw a continuous advancement along this line; "and since we are all pursuing the same end I think that we are engaged in a splendid work."

In his opening remarks Mr. Arsenault referred to the papal honor recently conferred upon Hon. Dr. MacMillan, and said that no citizen had contributed more to the religious, the social and the educational life of the Province than had the leader of the Opposition. He also paid tribute to the late Mr. Mont. Amner and Hon. Mr. Dennis, and referred in some detail to the election campaign in his district.

"As a beginner I stand before this Legislature, as a timid politician," Mr. Arsenault said. "That, naturally, will not be my fortune next year." (Laughter). He expressed the hope that as a "fledgling" in the Legislature he could look forward to some indulgence on Mr. Speaker's part."

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FERTILIZERS

Table with columns for Spring, 1948, fertilizer types (3-15-6, 3-15-6-3B, 4-8-10, 4-8-10-1M, 5-10-10, 5-10-10-1M, Ammonium Nitrate) and prices per ton.

Ex our factory in paper bags containing 100 lbs. each. Our mixed fertilizers are in first class mechanical condition and deliveries can now be made on short notice. Your taking delivery of a part of your requirements as early as possible may materially assist us in making prompt deliveries through May. Any co-operation will be appreciated.

Other chemical fertilizers will be offered as supplies become available. PRICES ARE SUBJECT TO CHANGE WITHOUT NOTICE.

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CHARLOTTETOWN

WHISKER COMPETITION

CARBERRY, Man. - (OP) - It's not cold weather or lack of shaving material that is causing some 25 Carberry men to go around adorned with a generous growth of hair on their faces. They're seeking the beard-growing championship to be held in connection with a carnival here.

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You quickly assist in clearing the throat and relieving a cough when you inhale Carberr-o-zone. Simply breathe the way it helps to ease a tight chest and take soreness out of the bronchial tubes. To the sore passages in the nose and throat, Carberr-o-zone sends soothing medication; it contains cooling medicinal vapors that help to loosen the cold and relieve congestion. Two months' treatment 50c. trial size 25c. at all druggists.

QUICKIES



"Is there a reward offered in today's Guardian Want Ads for your vehicle?"

By Ken Reynolds

- 1. Concentrates. 36 lbs. (21 lbs. oats, 8 lbs. barley, 7 lbs. dairy concentrates). 2. Hay. 80 lbs. mixed hay. 3. Silage. 180 lbs. 4. Pasture. 1-30 of an acre per 100 lbs. milk on 12 months average. 5. Labour. 3 hours. 6. Depreciation. Buildings, 5 p.c. Machinery and equipment 12 1-2 p.c. Herd 20 per cent. 7. Hauling. 8. Breeding. \$5.00 per cow. 9. Miscellaneous. This includes bedding, minerals, taxes, insurance, etc. "Buildings were valued at \$2400 for 20 cows, machinery and equipment valued at \$1100, cows were valued at \$12,000 average production 5,000 lbs. In 1946 the average cost was \$4.19 for 34 per cent milk. "Perhaps Alberta has been doing more than any other province in obtaining production costs. They, like Ontario, have many farmers keeping accounts under Mr. B. J. McBain, Dairy Branch of Provincial Department of Agriculture. The Milk Commission there spent several weeks in obtaining information before setting prices. At their hearing all evidence was

PILES

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