

# The New Dry Goods Store

From day to day we are receiving new goods. We have just received a large shipment of English and Canadian Print and as the designs are all new we know it will be to your interest to see them.

We have also received and placed in our Mantle Room a beautiful line of Ladies' and Misses' Tailor Made Skirts. As these goods have been made exclusively for us by one of the best designers in Canada it places us in a position to offer you something newer in these lines than you have been accustomed to see here. The fit and finish and general appearance of the garments are all that is to be desired.

We would deem it a pleasure to have the privilege of showing you the above lines as we are satisfied the goods are the strongest argument we can offer in their favor.

## S. A. McDONALD

# REPORT ON THE DAIRY INDUSTRY

(Continued from page one)  
well kept building and grounds will not only emulate a sense of pride in the maker, to increase his efforts to do the very best he can, but will also make an impression on every patron and milk hauler that visits the factory, that someone is taking an interest in, and doing the best possible to make things a success.

There is a steadily decreasing interest in nearly every section of the Island in regard to our co-operative dairying. A few years ago it was a live topic everywhere you would go, and nearly everyone seemed to work for a common cause—to make the business a success. While it is true we have had a few very unfavorable seasons, and some became discouraged as a consequence, I think probably the main cause of the present lack of interest is due to little local jealousies and want of confidence in the management. The trouble is out of the great number you meet who find fault and express dissatisfaction, there are so few to come forward and even make an effort to adjust and put things right.

On the whole our system of organization, our buildings and equipments are up to date in every way. Our butter and cheese—notwithstanding our handicap in the way of shipping facilities—are bringing the very top-notch prices, your salesman often not being satisfied with the prices paid on the leading Board of Ontario. And what means a great deal—with scarcely an exception—you get the full price bid at the sale. Your system of factory inspection and complete control of the weight allowance doing away with the juggling of frenzied competition and consequent cuts, and reported arrival of goods at point of delivery not being up to the expectation of the buyer.

Now as to butter, Halifax, Sydney and Newfoundland paid all the way from one half cent to two cents a pound more for our butter last summer, than they could buy it for in Montreal, which should satisfy the producer as to quality. And still it is said that dairying will not, or does it not pay on P.E. Island. Why does it not pay, and compete more favorably with the other productions of the farm? Simply through lack of co-operation, and every farmer doing the best he can. The saying "United we stand; divided we fall" describes the position of our dairying industry as it stands today, probably more forcibly than ever before. The few patrons who have stuck by—the business are becoming discouraged, and it is only a matter of time—unless they get more encourage-

ment, until the factories will have to close down, and the prospect to my mind is even too serious to contemplate. Farmers stop and think for a moment. What have you to take its place? or in what other line of farming can you hope to compete so favorably with the other sections of Canada? We are particularly favored with all the natural conditions necessary to guarantee success, and it only remains for us as a people to bury our little local prejudice and take hold of the matter in the right way. If the market continues anything like as good as it has been for the past three years it will pay and pay well.

I am not an advocate of "all the eggs in one basket" system of farming, or of even taking a too sanguine view and as a consequence stocking up with more cows than one can feed. Everything must be conducted and governed by intelligent thought and system. And do away with the old ideas of increasing our milk supply simply by adding to the number of our herd. While we know that it is impossible to immediately jump into a herd of cows of which all will pay, still a little time and thought will eventually place us where we should be.

There is one matter as regards our future and its probable effect on the quality and that is the milk can. We are using too many old, rusty, open seamed cans, that are simply impossible to keep clean, and no amount of care and cleanliness on the part of the patron will guarantee the milk being carried in them right. On the whole we have a splendid lot of makers, all doing the very best they can, and anxious to see their factories a success, and the best encouragement we can give them is to send plenty of good well cared milk. I see considerable now and again in the dairy papers, about the loss of fat in the whey, and some are advocating skimming the whey, but I think if the milk were properly cooled and cared the experiment would not prove a very profitable one. We could then get our curds well coated and firmed up before we would have to dip them out of the whey, and then they could be easily dried without having to break and bruise the particles, as is often the case now, especially during the hot weather and on Mondays.

Now in conclusion just a word to the makers. I have always made it a point to consult the buyers and visit the wharves where the cheese were being landed to be got ready for shipment, and perhaps noticed a greater lack of uniformity, and sometimes what even appeared carelessness on the part of the makers here than in any other part of the process, the cheese not being of an even size and either too small or too large to suit the boxes. Another important point is to have each days curds numbered and dated, so that the buyers or inspector will not have to try every cheese in a shipment to find out what they are like. The buyers have asked me to emphasize this point strongly, as it not only saves time, but the less the cheese have to be bored the better. And also to use only cheese box tacks to fasten on the covers, instead of as some do use one-and-a-half inch wire nails.

Now in closing I want to ask the Director of our Dairy Association to accept my most humble and grateful thanks for the help, guidance and encouragement they have given to me during the past season. And I hope—as it is the reward that would most please them—that the people will take hold of the business—and make it boom again.

Thanking you for your kind attention and patient hearing, I am,  
Yours respectfully,  
FRASER T. MORROW.

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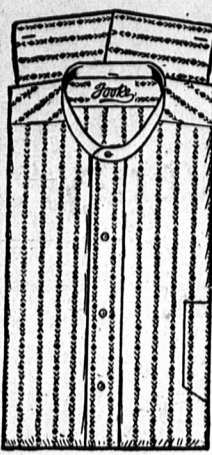
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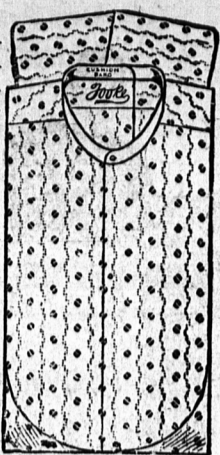
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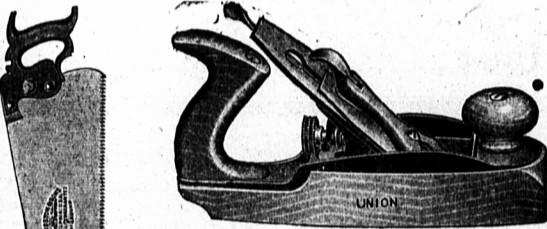
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