

PRINCE EDWARD--TODAY
 A POIGNANT STORY OF A MAN'S GREAT SACRIFICE FOR THOSE HE LOVED
"THE OPENING NIGHT"
 AN EPIC OF HUMAN EMOTIONS
"FLYING ELEPHANTS"—Comedy

Prince Edward Tomorrow
 A Drama of modern marriage that will sweep you off your feet. A problem for every home.
 A GREAT PICTURE OF LIFE AND LOVE.
THE CROWD
 With **ELEANOR BOARDMAN**
 Your life and mine as we live it from the cradle to the grave.
 See yourself on the screen.
NOT JUST A PICTURE— BUT LIFE ITSELF
 NEWS—REVIEW—ORCHESTRA
 MAT.—16c, 26c. NIGHT—16c, 26c, 37c.

ROSEBERRY. Nine members and eight visitors met at the home of Mrs. John R. McRae. Roll call was answered by "A Town and what it is noted for," which proved very instructive as did also the discussion on Canadian authors, interspersed with the singing of Patriotic songs by the members. A pleasing feature of the evening was the Violin with the Piano accompaniment by Mr. John McRae.

GROCETERIA
VALUES
FOR MONDAY - TUESDAY AND WEDNESDAY

GOLDEN SYRUP 2 Tins 23c	COOKED SPAGHETTI 2 Tins 22c
CORN SYRUP 2 Lb. Tin 18c	COOKED SPAGHETTI Large Size 15c
LILY WHITE SYRUP Per Can 20c	CLARK'S BEEF STEAK & ONIONS 30c
BENSON'S CORN STARCH 2 Pkgs. 23c	CLARK'S TOMATO SOUP 3 Tins 27c
ACME GLOSS Laundry Starch 2 Pkgs. 21c	CLARK'S Vegetable Soup 3 Tins 27c
SULTANA STOVE POLISH 2 Tins 25c	SHOE POLISH ALL KINDS 2 Tins 25c
JELLY ASSORTED 4 Pkgs. 19c	COCOANUT Per Pkg. 10c


JENKINS & SON LIMITED

CAPITOL--TODAY
 TIME AT 3.15, 7 & 8.45
WOMAN WISE
 What man can hope for wisdom in the mystery of womankind?
 The Rollicking Romance of a ne'er-do well!
"COLLEGIANS"
SOLITUDE--SCENIC

The Potato Industry
 Mr. J. W. Boulter speaking at Rotary yesterday said:—I have been asked to continue the series of agricultural talks which this Club has been enjoying for several weeks past, and to direct my thought along the lines of the potato industry. I have already addressed you on this subject, and I fear my remarks will become tiresome. To be in line with the other boys, I should define my topic, and I know of no definition better suited than the following (authorship unknown).
 Potatoes are seeds that are planted and grown in Prince Edward Island to keep the producer broke and the buyer crazy. The tuber varies in colour and weight, and the man who can guess nearest to the size of the crop while it is growing is called a "Potato Man" by the public.—"Poo!" by the farmer, and a "Poor business man" by his creditors.
 The price of potatoes is determined by the man who has to eat them and goes up when you have sold and down when you have bought. A dealer working for a group of shippers was sent to Boston to watch the potato market, and after a few days deliberation he wired his employers to this effect: "SOME THINK THEY WILL GO UP AND SOME THINK THEY WILL GO DOWN. I DO TOO. WHATEVER YOU DO WILL BE WRONG. ACT AT ONCE."
 Potatoes are planted in the spring, mortgaged in the summer, and left to freeze in the winter. You can and you can't; and you will and you won't. Be damned if you do, and be damned if you don't. It is a healthy sign to see so large a number of business men interested in agriculture. Perhaps in no Province in Canada do we find greater interest on the part of the business people of the Province than in Prince Edward Island. This is a natural result of our early training; for I have no doubt that a large percentage of us began life on the farm.
 We know something of the work involved to produce and market potatoes and other farm crops. If we let our minds revert to those days, and could we have a picture of conditions on the farm today, we would be unanimous in saying that the work begun in 1920 has not given sufficient returns for the labour involved to make farming of any interest to the young people of the Province. We lost heavily in population, and the introduction of seed potato growing, with its accompanying financial returns, has

checked more than any other factor the annual depletion of our population, yea, it will still further check this exodus, and we believe eventually turn the tide in our favour.
 The development in the potato business has not been phenomenal, but rather gradual. Not every year is profitable, and yet since 1920 there was only one year that of 1924, when the price of potatoes was low. Every other year there has been a good average price, with a substantial net return over cost of production to the producer.
 I do not know why so many people deplore the fact that our farmers are paying better attention to the growing of potatoes than they formerly did. We have in Prince Edward Island, according to Dominion statistics, about 800,000 acres of cultivated land. This divided among 13,000 farmers gives an average of 60 acres to the farm of tillage.
 In 1927 we had under potatoes 47,000 acres. This is slightly over 2 1/2 acres per farm. Of this acreage, 25,000 acres were grown under inspection for certification, and the number of applicants was 4,480. According to figures given us from the Inspection Service Bureau, 27 percent of the growers had over 20 acres, 9 percent planted over 10 acres, and less than 20 acres; 25 percent planted over 5 and less than 10 acres; while 65 percent planted less than 5 acres, or 90 percent of the growers had less than 10 acres planted to potatoes.
 Our yield was estimated at slightly over 7,000,000 bushels, or about 80 bushels per capita. The yield per acre for the Dominion is about 8 1/2 bushels, while that for the United States is 3 1/2 bushels per capita.
MIXED FARMING
 While the comparison of these figures makes our Province look like a real potato country, we must bear in mind that our population is so largely agricultural that the figures are not out of proportion. And Prince Edward Island can yet grow more potatoes without endangering in any way mixed farming.
 For instance, if 10 percent of the land was used for potatoes, it would not mean an increase in the crop, and yet to plant this acreage we must increase to 80,000 acres, which figure will not be reached for some time. Now, if 10 percent of the farm was used for potatoes under our present system of fertilizing it would mean increased fertility for just that number of acres which otherwise would not be fertilized.
 The potato industry as now conducted is a cash crop, differing from the crops formerly turned directly into cash, such as Oats, inasmuch as it is not a cash crop, but is sold rather than reduced. The cash returns are greater; and we have many instances of farmers who 10 years ago were barely able to exist, who today are enjoying some of the luxuries of life, while others are content with the Province they do. We could point to many farmers who have no hesitation in claiming that the growing of potatoes has made life worth while, and given them some ready money, and enhanced the value of their real estate.
 If the Province will be provided with the increased transportation facilities necessary to meet the increase in the quantity produced, we have no need to fear for its future progress. The real estate of this Province will within five years double in value. This statement is not based on optimism, but on evidence from results during the past five years. The winter transportation must be improved. The railway has moved from January 1st to date 1,000 cars. If they had supplied potatoes, these cars would have been out of the province. Marketed when there was a demand with a good price and not as today with no demand and the time for shipping past. We have never had anything like a sufficient supply of cars since January 10th until this week, and now only because there is no market.
 I must not dwell longer on this phase of the work; our time is too short to discuss this in full. But I would like to disabuse your minds of an idea that is prevalent, not only with the business men but with many farmers throughout our Province, that is that the continued use of commercial fertilizers will eventually leave the soil in a run-down condition.
 If we would think for a moment just what six commercial fertilizers supplies, we could easily see the fallacy of the idea. If a soil loses its

Sage Tea Turns Gray Hair Dark
 By SHIRLEY BLAKE



That beautiful even shade of dark, glossy hair can only be had by brewing a mixture of Sage Tea and Sulphur. Your hair is your charm. It makes or mars the face. When it fades, turns gray or streaked, just an application or two of Sage and Sulphur enhances its appearance a hundredfold.
 Don't bother to prepare the mixture. You can get this famous old recipe, improved by the addition of other ingredients, for only 75 cents, all ready for use. It is called Wyeth's Sage and Sulphur Compound. This can always be depended upon to bring back the natural color and lustre of your hair.
 Everybody uses Wyeth's Sage and Sulphur Compound now because it darkens so naturally and evenly that nobody can tell it has been applied. You simply dampen a sponge or soft brush with it and draw this through the hair, taking one small strand at a time; by morning the gray hair has disappeared, and after another application it becomes beautifully dark and appears glossy and lustrous.

power to yield well, because of lack of plant food, this plant food must be planted before production can be obtained. The need of feeding the soil has been known for centuries. Virgil wrote two thousand years ago:
 "But sweet vicissitudes of rest and toil,
 Make easy labour and renew the soil.
 Yet sprinkle sordid ashes all around,
 And load with fattening dung the fallow soil."
 Too often we took from the soil a crop of wheat or Oats without supplying plant food for the crop. Today we add the very elements of plant food the plant requires, namely, Nitrogen, Phosphoric Acid and Potash.
ENRICHING THE SOIL
 Our farmers apply much more plant food to the land in which they grow their potatoes than the potato crop requires. We have seen the poorest of soil turned into a veritable garden, through the process of applying commercial fertilizers and proper cultivation.
 Nature helps in this work, and left to herself will restore the land; but this is too slow, and we must have a high state of fertility to increase production.
 It is stated that the greatest limiting factor in crop production in Eastern Canada today is the lack of soil fertility. The application of artificial fertilizer is removing this factor, and throughout the Province of Prince Edward Island there are thousands of acres which five years ago were practically worthless but are now in a high state of fertility. And the continued use of these fertilizers will continue to enrich that land.
 We do not mean that potatoes should be grown year after year in the same soil, but following a rotation of crops in which clover forms part of the rotation and with the barnyard manure that every farmer supplies, the necessary humus for the soil will be provided.
 I saw recently a picture of Hay grown on the Experimental Farm, Ottawa, which gave a yield of 4 1/3 tons per acre, taken from land which has received only commercial fertilizer for the past sixteen years. The want of fertilizer may hurt the soil, but not the application.
 The potato outlook for 1928 is for a further increase over 1927. This statement is based on our orders for fertilizers which we are daily receiving. The fact tells me that if orders continue coming in as late as they usually do that instead of having 20,000 tons as last year, the aggregate will be around 30,000 tons. This does not forecast an early holiday for by the time the fertilizer is applied the material is distributed, they will be the bags to purchase and distribute, sales to make, and by that time we shall begin assembling for the movement of the next crop.
 This increase is not confined to Prince Edward Island. The Bulletin on plant intentions for the United States, issued March 21st, says: "Reports from about 50,000 farmers in March, indicate that their (U.S.) intentions were to plant 3,923,000 acres of potatoes this year. Or nearly 1 1/2 percent more than in 1927. This is 27 percent greater than that which produced the small crop of 1925, and 18 percent greater than that which produced the bumper crop of 1924."
 The present intended acreage is the largest planted since that of 1920, and is equal to the average of the past five years, may be expected to produce a total of over 40,000,000 bushels for the United States in 1928. Yields per acre are increasing, due to the use of certified seed, and better care given to the crop.
 It is in years when there is a heavy yield that the Association is called upon to market heavily. The fall of 1927 saw the heaviest movement of potatoes on record for the Province. Up to December 31st about 2,600,000 bushels were moved. Had it not been for the very energetic efforts of the Southgate Produce Company, of Norfolk, Virginia, represented in this Province by Charlie, we could not have extended our territory as was done. The Southgate Company have exerted great energy in the development of the market, and we think of them today as just a part of our organization.
 Now, I do not wish to take the championship from J. O. Hyndman, and unless I bring this talk to a close I am afraid John will not be in it. Yes, I feel that this potato industry means to the agricultural population of the Province more than any other line which they are following. And to make it the full success it offers, every farmer should combine with the growing of potatoes, dairying, hog raising and poultry. All these products are now graded and sold on merit, and through the co-operative organizations reach the widest and best markets of the world.
 The inspection service under the direction in this province of S. G. Peppin, has meant much to the potato industry. Without rigid inspection we could never have gained the reputation we have, and with a tightening up of the regulations on both seed and tablestock we can hold a place on the market second to none on the American Continent.

A man always tries to follow the straight and narrow path when it comes to shovelling snow.
 Cash—the password of many secret organizations.

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Never Mind!
SMOKE A REX



Ask for the 25¢ package
SAVE THE "POKER HANDS"

Central Guardian
 YOU WILL be interested in announcement to be broadcast through Station C. E. C. Y. on Friday and Saturday, March 30th, 31st and 12.30 noon.
PERSONALS
 The many friends of Mrs. Robert Duncan will regret to learn that she is in the P. E. I. Hospital with appendicitis.
 Mr. A. A. McDonald, Upper Hillsboro Street, who has been very ill with blood poisoning is reported better today.
 Mrs. James F. Roper, of Princeport, N. S., is visiting her son, Mr. Russell Roper and Mrs. Roper, Central Royalty.
 Mrs. A. Corrigan, Georgetown Royalty, left for her home yesterday after spending the week end in the city, the guest of Mr. and Mrs. W. P. Dillon.
 Mr. William Pearson, has left for Toronto, called there on account of the serious illness of his brother-in-law, Ensign Squarebriggs.
 High words are often used to express low language.
 Don't forget that pecuniary charity is often a curse to humanity.
 Use Minard's Liniment for Corns.
DISTRESSING HEADACHE
 Bathe the forehead with Minard's. Also inhale. Brings soothing relief.
MINARD'S "KING OF PAIN" LINIMENT
 Keep Minard's in the Medicine Chest.

A Real Boot for Fishermen



Everything a fisherman would look for in a rubber boot will be found in the **"SUPERB" Boot** (HIP, STORMKING or SHORT) —a boot made expressly to stand the hard usage which fishermen give.
 Thousands of pairs have been worn under the severest conditions, and all have given remarkable wear and satisfaction. The parts that get the hardest strain are well reinforced and strengthened in the "SUPERB" Boot.
 The "SUPERB" Boot is also a comfortable boot, ample width in the skirt gives ease and comfort for quick movements of a long, trying day's work.
 Ask for the "SUPERB" Rubber Boot. Sold by the leading shoe dealers in the Maritimes.