



William I. 1066-1087

William, the Conqueror, was one of the mightiest figures who ever wore the English crown. After the battle of Hastings, he fought down every opposition to his reign; and has given us the Domesday book, among the oldest and most valuable of English historical records.



REX

KING OF CIGARETTES

SPLendid

(Continued from page one) at the Rues Hotel, where prizes were distributed, and very instructive addresses given.

CIRCULARS

During the season I mailed the following circulars. To cheese and butter makers a circular explaining Special prizes. To butter makers a circular with instructions to adopt cream grading, as per the Dairyman's Association

Act. To cheese makers a circular with instruction on making Pure Culture Starter. A circular to Salesmen informing them of arrangements with Ottawa of getting market reports. A circular to cheese and butter makers notifying them of changes in Provincial Exhibition Prizes. A circular to butter makers, also forms sent out, asking for a monthly report of grades and over-run. A circular to all cream patrons on the care of cream, also copy of grade standards, and a cut of a cream cooling tank. A circular to all milk shippers, and a cut of a tank for cooling milk.

25 for 35¢

ity. Some makers did not conform to the Act, but tried to get quantity at the expense of quality. Next season it will be necessary to impose the penalty on makers who refuse to grade. We must protect our progressive creamerymen who are grading.

SPECIAL PRIZES FOR BUTTER MAKERS

Harris Abattoir Co., \$50.00. Department of Agriculture \$198.00. Dairy Association \$99.00. This was divided pro rata to all makers making over 90 per cent No. 1, and Specials. Following are the prize winners: E. Gamble, Tryon, 100 per cent—\$35.60. Wesley Wood, Hazelbrook, 100 per cent—\$35.60. L. Jenkins, Dunstaffnage, 100 per cent—\$35.60. M. Johnson, Bedeque, 100 per cent—\$35.60. R. Hubbey, Beaton Mills, 100 per cent—\$35.60. E. J. Mahlett, O'Leary, 100 per cent—\$35.60. G. Day, Lake Verde, 100 per cent—\$35.60. Bruce Noy, Wiltshire, 100 per cent—\$35.60. P. Simmon, Ch'town, 100 per cent—\$35.60. F. MacNeill, New Perth, 99 per cent—\$32.04.

Direct shipments of butter have not been made to the Old Country for over twenty years, as the butter sent over was unsuitable for the English trade, and had to be sold at a big loss. Last summer a trial shipment was made on consignment. A very favorable report was received stating that the lot was equal to the finest Western butter. This firm will probably buy in future any butter we have to offer if the quality is satisfactory.

Some companies appear unable to get experienced makers, particularly for cheese factories. The cause of this is on account of the short season. Where there is no butter made in winter, the position does not appear to be attractive enough to induce our best men to stay at the work. If we had more winter dairying, the companies would be able to employ their makers by the year. The farmers would also have winter employment for their help, when cows fresh in the fall they will give more milk in their lactation period.

We are competing for markets with the best dairy countries in the world, which makes it necessary to keep our dairy products up to a high standard, and in order to maintain our reputation, patrons and makers require to work in the closest co-operation to produce the highest quality of dairy products.

PERMANENCY OF THE DAIRY INDUSTRY

The value of the dairy industry to the Island is estimated at three and one-half million dollars. The product of the cow is absolutely necessary as a food for the human race. The only thing lacking in giving her a more permanent place on the farm where she will be secure from being displaced, is a higher average production of butter fat. In order to demonstrate what the cow can do for a country, we will take Denmark as an example. In 1880 they were bankrupt and starving. In 1922 they built their first co-operative creamery, and in 1925 ninety-three per cent of the farms were freehold, and there was one cow to every three acres. Fifty per cent of the farms are only thirty acres. The average production per cow is 300 pounds butter fat while ours is only 150 pounds.

CHEESE

There was an increase in No. 1 and special cheese of six percent over last year, according to the Dominion Grading Report. The average price was about four cents a pound below a year ago, but the prices paid on the Island were as high as anywhere in Canada. The quality was satisfactory for the British markets, as shown by the following extract from a report of Messrs. Andrew Clements and Sons, who bought about eighty percent of our cheese last season.

PRIZES WON BY THE MAKERS ACCORDING TO THE DOMINION GRADING FIGURES.

CHEESE: Leo Hughes, Kensington—1st, 100 per cent—\$40.50. Wesley Keefe, Stanley—2nd, 99 per cent—\$36.45. J. E. Cousins, Park Corner—3rd, 96 per cent—\$34.30. A. Murphy, Emerald—3rd, 96 per cent—\$34.30. D. Connick, Alberton—3rd, 96 per cent—\$34.30. H. Mulligan, Kinkora—4th, 94 per cent—\$18.20. W. McDougall, Tyne Valley—5th, 93 per cent—\$12.15. E. Larkin, Grand River—6th, 92 per cent—\$8.10. W. Taylor, New Glasgow—6th, 92 per cent—\$8.10.

CREAMERIES

There was an increase of 15 per cent in the quality of the butter graded. The percentage of No. 1, and special this year was 99 per cent.—THE HIGHEST IN CANADA. There was very little trouble from mould. One isolated case of infection on papers was found. Grading was in general practised, and was largely responsible for our good showing in qual-

the habit of a long lactation period established. The next feature in greater production, is selection in breeding. Get the best sire possible, and select the calves from the best cows. Every dairymen should know his best producing cows, both for quantity of milk, and butter fat. The experience of dairymen who followed this system was that it located the boarders, and started them on the road to high production per cow, and was the means of putting their herd on permanent and paying basis.

OUR MARKETS

The production of dairy products has increased about 50 per cent during the last ten years, and our average price is much higher today than it was then. The pro rata consumption is increasing, and keeping pace with our production. This is largely due to such organizations as the Red Cross, Childs' Welfare, and The National Dairy Council keeping propaganda before the public, treating on the economy, and necessity of milk, and its products as a food. Some of the largest insurance companies are today instructing their agents to advocate greater consumption of milk and its products among their policyholders, especially those that insure children. The improved quality of our Dairy Products tends to increase consumption. It is a well known fact more Milk, Cheese and Butter is used by the ordinary person when the quality is good than when an inferior article is put before them.

In view of those facts there is little danger of over-production in the near future as long as we keep our standard up to the highest. The British market takes about 75 per cent of the surplus Butter and Cheese of the world, and consequently that is the market that we have to offer our surplus on, so we cannot dictate prices. But we can improve our quality, so that we can get the top prices on those markets, and if we could raise our average production per cow as high as these countries we are competing with our industry would be as firmly established as it is in any country in the world.

The chief needs of our industry is better feeding in winter. A cow that is not well fed in winter will not be profitable. A dairymen that will feed a ton of bran to his milk cows, will, in addition to the extra milk get about \$15.00 worth of fertilizer, while the value of a ton of straw or turnips is only slightly above a dollar.

Dairymen should have more of their cows fresh in the fall; they will milk good during the winter. They should take a fresh start when put on the grass, consequently have a longer milking period. This practice will tend to keep our creameries operating all the year round, and the dairymen will be able to retain the services of our best men.

DAIRY SUPPLY

February 15th, 1927. After the reading of the Superintendent's report, Mr. Howatt of O'Leary asked if all the cream graded on the Island conformed to regulations. Mr. McDonald in the course of his reply stated that it was difficult to get information to prosecute a violator. Mr. Howatt replied that the O'Leary factory would not pay the assessment if the laws were not enforced.

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For Queen's Co.: W. J. Gibson, Marshfield, J. P. Simmons, Charlottetown, J. H. Simpson, Bay View. King's Co.: John McKinnon, Bear River, John A. Dewar, New Perth. Prince Co.: Roy E. McLean, Lot 16, C. M. Howett, Kensington.

RESOLUTIONS

The resolution committee had nothing to submit. Mr. Hicks of Montreal was then called upon to speak in the course of his address he said that he took great pleasure in attending the annual meeting. He had taken considerable interest in the afternoon session. It was one of the best he had ever attended. He had been for a number of years a cheese maker himself and felt like taking part in the discussion.

RESOLUTIONS

In the past few years there has been a considerable increase and improvement in the dairy industry in the Island. He congratulated Mr. McDonald on the splendid work he had done and the wonderful improvement he has caused in so short a time. Prince Edward Island is the second highest Province in Canada next to Ontario, and if the Island kept on improving as it has done it would give Ontario a close run.

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He then called attention to Table I on the reports he had handed around, and commented on the comparisons. Mr. Hicks informed the meeting of experiments carried out in Montreal with cheese which experiment showed that it was practically impossible to make weak cheese that will continue to improve in flavor until mature. We believe, he said, that 95 per cent of those catering to the factory send milk suitable for the making of good cheese. The only things necessary for the making of good cheese is cleanliness and coolness. Any dairymen can do that. It is the cheesemaker's place to see that good milk is received at the factory and not that of the Dairy Superintendent. He is the only person who can properly do it. Milk which would not make No. 1 cheese should be sent home.

RESOLUTIONS

Sanitation is important in the making of good cheese. The factory must be kept clean. A man with 52 years experience cheese making stated that cheese made from sound and clean milk in a till maturity. We must be sure to have 1st grade cheese remain in market, he said, depends upon the reputation of your cheese. In speaking of the factory inspection of butter Mr. Hicks said that if it were inaugurated on P. E. I. it would also have to be inaugurated in every province. In a province

1925 Cheese 2,001,191 pounds. Gross value \$114,482.83. 1926 Butter 1,842,141 pounds. Gross value \$653,223.47. 1926 Butter 1,719,943 pounds. Gross value \$633,859.61.

Hon. Walter Lea in speaking, said he was pleased to note an increase in the total amount but added that in particular places there was a decrease, due no doubt to the attraction of the potato industry. He would regret to see a loss of interest in dairying which with hog raising, poultry raising, are the three great industries in the Island. He thought grading should be enforced.

The meeting was then addressed by several speakers some who spoke at some length and some briefly. Many voiced the opinion that grading should be carried out. One speaker wished to be informed as to what the National Dairy Council has accomplished. He was told that Mr. J. H. Simpson, delegate to the National Dairy Council Convention would address the audience.

Mr. Simpson in the course of his remarks expressed his pleasure in being in attendance, and wished personally, to congratulate Mr. McDonald, the Dairy Superintendent on what he has accomplished for the Dairy Industry on the Island. Mr. Simpson then briefly outlined the doings of the convention held last November of the National Dairy Association. He said there were thirty-three delegates at the meeting. Several important questions were discussed. The Council was instrumental in having the Lenroot-Tober Bill, which was before the U. S. Senate for the purpose of seriously affecting the import to U. S. of Canadian products, greatly modified before it was passed.

The Auditor Mr. Cook, reported that all accounts were correct. His report was on motion adopted. Mr. Morrow, in addressing the Association said that he had attended every annual meeting of the Association and that he thought this year's the best ever held. Canada, he said, need have no fear of the future of the dairy industry. He wished, particularly to draw attention to the fact that all cheese and butter manufactured at any factory must have the registration number on the package and also the vat numbers of cheese and the churning numbers on butter boxes.

EVENING SESSION

In the evening there was again a good attendance. Mr. Gibson occupied the chair. A motion was moved and carried giving the directors authority to levy an assessment to the amount of \$1200. The nominating committee then submitted their report which comprised the following directors for the year:

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PRINCE EDWARD LAST TIMES TODAY USUAL HOURS USUAL PRICES Warner Bros. present "Private Izzy Murphy" with George Jessel. A COMEDY DRAMA OF RACIAL HEART BREAKS AND HEALING LOVE. "HOLD STILL"—Christie Comedy

PRINCE EDWARD THE LADIES' AUXILIARY OF THE PROTESTANT ORPHANAGE Present "SUNSHINE" A PRETTY LITTLE LOVE STORY Under the Distinguished Patronage of HIS HONOUR LIEUT.-GOVERNOR AND MRS. HEARTZ and HIS WORSHIP MAYOR MILLER AND MRS. MILLER MONDAY and TUESDAY MARCH 7 AND 8 PLAN OPENS FRIDAY MORNING AT 9.30 A. M. AT THEATRE TICKET OFFICE PRICES RESERVE—75c AND 50c

of many factories the cost of employing inspectors would be great. In conclusion Mr. Hicks spoke of the wonderful showing of P. E. I. butter. Mr. Hicks after his address answered a considerable number of questions pertaining to the dairy industry which contained many valuable suggestions.

HOCKEY

Hickey & Nicholson pucked their way down to defeat by the puck chasers Saturday night Arena rink by a margin of goals. Many thrills and spills were the game. Hickey & Nicholson's team predominating in the ice, Bolger, McLeod McDonald starred for Nicholson but could not penetrate the defence of Monaghan, Nicholson and Dowling of Riley's. McEwen, Ward Fisher starred for Riley's line.

Riley's Goal: Monaghan, Defence: Nicholson, Dowling, Centre: McEwen, Wings: Fisher, Ward.

NOTES

D. Gillis refereed satisfactorily. Bolger is a-coming. Puggie is a good sport. Manager McCarville got what damaged in hopes and expression. Dowling is a stone wall. Monaghan was all smiles. Nicholson showed flashes of speed. Capt. McEwen is a good sport. Fisher and Ward are good fishers. Congratulations to John P. who took his team to victory.

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General Motors is unwilling to leave to chance anything involving your satisfaction with your purchase of a General Motors car. This is why more than seven years ago the General Motors Acceptance Corporation was organized. It assures customers of General Motors who prefer to purchase out of income a sound credit service at low cost. In the General Motors line there is a "car for every purse and purpose," and the GMAC Plan can be comfortably fitted to the individual circumstances of buyers of assured income. The GMAC Plan is offered through General Motors dealers exclusively. Ask your nearest dealer to explain its advantages. GENERAL MOTORS ACCEPTANCE CORPORATION operating the GMAC Plan for the purchase of CHEVROLET • PONTIAC • OLDSMOBILE OAKLAND • McLAUGHLIN-BUICK CADILLAC FRIGIDAIRE • DELCO-LIGHT

"Don't Take Cold Feet" This is a slang expression but we do not mean it in that way. We use it to show there is no need of having cold feet these nights, if you take one of our Hot Water Bottles to bed with you. We are showing a wonderful line of these goods and this is our bargain week. Special 98c. See them. E. A. FOSTER CENTRAL A Fresh Supply of Turkish Delight—39c Lb.