

Now Ready THE GOLDEN FUTURE

of Prince Edward Island A SPLENDID ILLUSTRATED SOUVENIR

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WHAT SIR HENRY THORNTON SAYS:

"I am very much obliged to you for the advance copies of the SOUVENIR EDITION. I congratulate you upon the excellence of the production which is really well done and full of interesting articles dealing with the Garden of the Gulf."

THE HALIFAX HERALD SAYS:

"With the compliments of The Charlottetown Guardian, we have received a brochure entitled 'The Golden Future,' setting forth the attractiveness of Prince Edward Island.

"The spirit of optimism which characterizes this publicity publication is particularly commendable, and the fact that one of the provinces of Canada, in the face of a world-wide depression, is singing a song of faith and confidence, is a good indication that this Dominion has yet many things for which to be thankful.

"Prince Edward Island, pre-eminently a farming district, has led the way in many branches of progressive farming, and also in co-operative marketing. The people are, on the whole, exceptionally contented. They invite the rest of the world to share their happiness with them. And the initiative of the Charlottetown Guardian in the publication of this strikingly illustrated little booklet is highly commendable."

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Perfect Prince Edward Island Potatoes

We are just commencing our potato season, and during the past few days certain points have arisen that have caused quite serious trouble.

We feel if we point these out to our loaders and everybody cooperates, it will eliminate the difficulties and will go a long way towards establishing a much better name, and a much more satisfactory deal for all concerned, on Prince Edward Island potatoes this year.

First is the matter of quality. As you know the American market demands good sized, carefully graded potatoes, something better than just within the tolerance of Canada No. 1 Grade. They are paying a big premium for Prince Edward Island potatoes over stock from any other sections, and naturally expect something more for their money than nice new bags, marked "PRINCE EDWARD ISLAND POTATOES."

Most farmers and loaders are endeavoring to put up carefully graded potatoes that will meet the requirements of the American Trade. There are, however, a few farmers, and a few loaders, who insist on working in far too many undersized and poor quality stock. These men seem to feel as long as the potatoes get by the Government Inspectors that they are O.K. They do not seem to realize in all probability when their potatoes reach the ultimate consumer they kill the sale of a good many additional cars of potatoes. It certainly kills the possibility of getting the premium we are now realizing on Prince Edward Island Potatoes over those from other sections.

The American buyer, who receives a car of potatoes in which there is an excessive quantity of small, undesirable stock, refuses to buy further when he can get potatoes just as good from Maine, or elsewhere, at probably forty or fifty cents per hundred less.

If our potatoes were running generally poor this year there would probably be some excuse for the grade not being perfect, but when the stock is as good as it is, we have a golden opportunity to establish a name for our potatoes that would bring our farmers a premium that would almost be sufficient to offset the duty we now have to pay on potatoes going into the United States. It only requires perhaps twenty or twenty-five bushel of extra culls to be thrown out of any of these poor cars to bring the quality up to a real nice car, and one which would make the buyers come back and want more as soon as he gets it. In other words for the sake of a Ten Dollar Bill the loader is probably sacrificing ten cents per bushel on the entire car.

We are sure with this explanation we can get hearty cooperation towards putting up a better grade than ever done before. Potatoes are cheap this year, and we never had a better opportunity to put across the idea of "PERFECT POTATOES FROM PRINCE EDWARD ISLAND."

Can we depend on the cooperation of potato growers and can we go out and assure the people to whom we are selling the potatoes that what we ship them this year will be the best they ever received? If we can do this, and deliver the goods, it is going to mean more dollars in the pockets of every farmer, and every dealer, in Prince Edward Island before the close of the present season.

Before closing, we would just like to mention some other points that are the cause of many complaints. The first is SOILED BAGS. We cannot emphasize too much the importance of keeping the bags clean, and sewing and tagging them neatly. It is a bad practice to use Binder Twine.

The next point is the matter of WEIGHTS. There have been a great many complaints in the past of potatoes running one, two and even as high as five pounds short. In our opinion this is not so much the result of farmers trying to get paid for something they do not deliver as from filling the bags and not weighing them.

At this time of the year potatoes will shrink fast. To be safe, we believe every bag should be filled—92 LBS—gross to insure its arrival at destination a strong 90 lbs. net.

The HARRIS ABATTOIR COMPANY, Ltd.

Wednesday, October 15, 1930.

7660.10-17.31.

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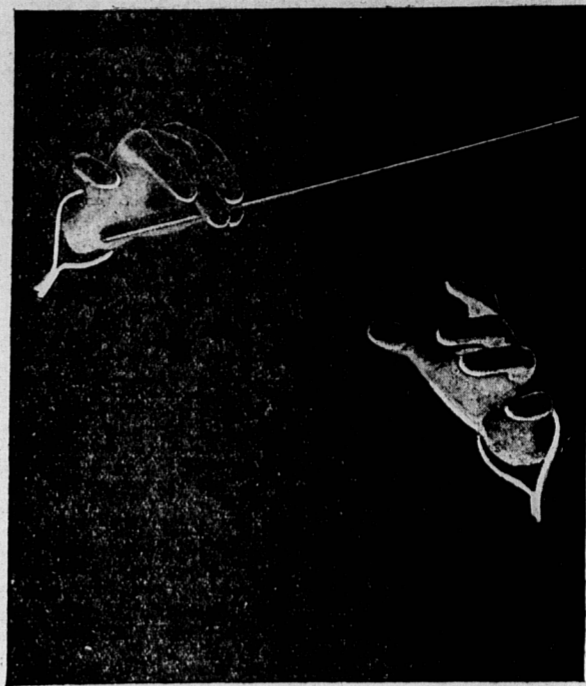
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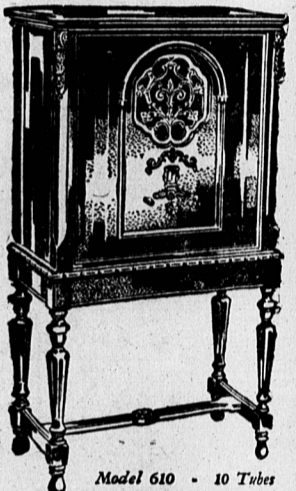
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In Iceland there are five sheep every inhabitant. That count however, is too far away for Broadway to attract Wall Street brokers. A woman's life is divided into two. Tell a man there are 4,796,243 sheep great periods. The first she spends looking for a husband, and the second looking after him.

EXECUTORS' NOTICE

The undersigned Executors of the last will and testament of W. Russell Oulton, late of Alberton in Prince County in Prince Edward Island, Farmer and Fox Rancher, deceased, hereby notify all persons indebted to the said estate to make immediate payment at the office of The Eastern Trust Company, 154 Richmond Street, Charlottetown, and persons having any claims against the said estate are hereby requested to present the same, duly attested, at the aforesaid office within twelve months from this date.

Dated this seventeenth day of October, A. D., 1930. THE EASTERN TRUST COMPANY, SARAH K. OULTON, Executors

Does Your Coal Heat the Sky?

Mass meetings have been held in all of the above districts, as well as in other districts yet to be organized. Speakers from Charlottetown have addressed these meetings in behalf of the Hospital, and entertainers from this city recruited by Mrs. J.A.C. Rodgeron, Chairman of the Entertainment Committee, have accompanied the orators to render agreeable programs. As a result, great enthusiasm has been kindled throughout the country and it is believed that the country will give generously toward the construction and equipment fund. "I am much pleased with the result obtained by Chairman Horne and all four of his Vice-Chairmen," said Mr. W.F. Tidmarsh, Executive Chairman, at yesterday's meeting of the Executive Committee in campaign headquarters, 136 Richmond St.

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Advertisement for PARALYSIS CHASSE'S TONIC TABLETS, DIURETIC and LAXATIVE.

"Some of the old songs will never die," says a musician. The fact that they are murdered with great frequency seems to make no difference.