

It Is False

to believe that tomorrow will never come. It will come inevitably, and with it all the uncertainties and problems of a new world. You prepare for tomorrow when you become a policyholder of the

SUN LIFE OF CANADA

The following Representatives of the Sun Life of Canada in Prince Edward Island will be glad to discuss with you any matters relating to life insurance or annuities, without obligation.

CHARLOTTETOWN

MRS DOROTHY ROGERS — J A MOORE
R C SHEA, KINKORA
H. C. BOHAKER — Unit Supervisor
Charlottetown, P. E. I.

-NEWSY NOTES-

By J. A. Clark, D.S.

WEST COAST DAYLIGHT TRIP

After spending almost three weeks very pleasantly in Altadena, and in and about Los Angeles, during a very fine spell of Southern California weather, we left for San Francisco on the morning of March 26, 1953. Our records indicated that every day was fine and warm; there was light fog on the 9th and 10th and a nice rain during the night of the 19th of March. We wore summer clothes and found it quite hot when we visited the Majave District north of the San Gabriel Mountains.

There was dense traffic, after we left Woodbury Road, Altadena, Los Robles Avenue, Pasadena, and joined the Fair Oaks and Lincoln Avenues, near the famous Rose Bowl, as we turned west on Colorado Boulevard, and all the way to Glendale, which is listed as the rail gateway, from and to the north, for Pasadena, Hollywood, Beverly Hills and Santa Monica. The "Coast Daylight" train No. 99 left the eleven-million-dollar union station at Los Angeles at 8:15 and made only a brief stop at Glendale, where groups of passengers, had been lined up by a public address system, along the platform for each car. The baggage was loaded into elevators from the outside. All cars were air-conditioned, radio-equipped and had a passenger agent, with a train public address system, to furnish information to the passengers concerning the trip.

Five miles north of Glendale we crossed the San Fernando Valley. There was bloom on flowers and fruit trees everywhere. At Burbank there are the Walt Disney Studios; the great Lockheed Aircraft Corporation plant and Warner Brothers First National Studios. We passed Chatsworth at the west end of the San Fernando Valley and for 37 miles followed along the foothills of the Santa Monica Mountains which lie between the Santa Clara River and the Pacific Ocean, to Oxnard a thriving town in the fertile Hueneme (Way-Nay-May) Plain noted for its beans and sugar beets.

We reached the deep blue waters of the Pacific at Ventura, a popular seaside resort 76 miles from Los Angeles, and at the beginning of a 113 mile run along the coast; at many points breakers could be seen rolling in and sea birds flying over the land or resting on the beaches. There were groves of fruit and nut trees on the slopes and fields of beans in the areas near the railroad as we passed through Carpinteria and Summerland to Santa Barbara. This city with its very pleasing Spanish architecture and beautiful gardens near the sea, had an appeal to live than any other seen in the South.

Across the Santa Barbara Channel there are four islands: San Miguel, Santa Rosa, Santa Cruz and Anacapa. They were discovered in 1542 by the Spaniard mariner, Caspary. There is a famous gigantic "Old Rubber Tree" in Santa Barbara that was planted in 1872 and is an attraction when the "Old Spanish Days" Fiesta is held each year in August. Passengers who joined us at this point, claimed they got better value for their money than in the shops of Los Angeles.

One of the novel sights that extended, at intervals, for miles on either side of Santa Barbara, were the marine stages, derricks and equipment in connection with marine oil fields. It seemed odd to see pumps operating away out from shore in some places with just a stage and a pipe line to the beach. We followed along between the Santa Ynez Mountains and the sea, passing Goleta (Spanish "schooner") named for a ship built there in 1828 and Gavilota (Spanish "seagull") a former fa-

TIMELY NOTES ON TOPICS CONNECTED WITH Silver Fox And Mink Farming

Mink moved briskly with standard mutation prices ranging up to 10 per cent higher at the May sale of the Western Canadian raw fur auction in Vancouver, B.C. About 25,000 mink of all species were offered and close to 90 per cent were disposed of. Top price for standard males during the two-day sale was \$30 with other lots ranging from \$20 to \$25. Ordinary and weaker pelts sold at \$16 to \$19. Better type females brought \$12 to \$15 and ordinary females \$9 to \$11. In mutations, platinum minks sold out with better males at \$27 to \$28, others from \$18 to \$22 and females \$11 to \$15. Pastels were all sold with fair quality males ranging from \$28 to \$33, females, \$12 to \$18. Some 50 per cent of the 25,000 early spring muskrats were sold. Caribou and Yukons were from \$1.60 to \$1.70, lighter weights \$1.45 to \$1.55 and ordinaries 75 cents to \$1.00.

The Mink Era is still continued in Women's Wear Daily and now another famous American fur man, Alexander Weing of J. Weing & Son, New York, gives his opinion on the question, "Will the Present Era of Mink Pass Just as Other Fur Eras Have Passed?" No fur will threaten mink's dominance for at least another decade, states Mr. Weing, who is generally regarded as among the elite of the industry. While contending that mink's continued supremacy is insured for some time to come, Mr. Weing makes clear that the current "one fur" nature of the industry is unhealthy and should be rectified by concerted action involving all segments of the trade.

But first, he insists, there must be recognition of mink's position and there must be a realistic understanding of mink's special status. You cannot compare the present era with previous fur eras, Mr. Weing contends, because mink boasts characteristics that find no analogy in other furs. The following factors, Mr. Weing believes, should be taken into account in facing up to the reality that mink stands in a class by itself . . . 1. Pride of ownership. "A woman looks upon mink as a child looks to a birthday party," Mr. Weing states. "It is a magic word, a coveted item, the apparel she is most anxious to own. 2. Mink can be worn by all sizes of women. It doesn't make the big woman look bigger. It lends itself to a tremendous amount of styling.

3. Both in small pieces and in full coats, the mink manufacturer has used tremendous ingenuity in introducing styles to please all women and in making garments that fit any and everybody. "Coats years ago," Mr. Weing points out, "fit-cisco are suburban cities noted for their lovely homes, gardens, villas and country clubs. They have a delightful climate and in the hills to the west of them are the great Hillsborough estates. At 6 p.m. we arrived at Third Street Station in San Francisco and our Daylight trip was completed.

Continued on page 16

NOTICE

The Patrons of the P. E. I. Potato Growers' Association are hereby reminded that Membership for 1952-53 season is now due. Membership cards may be obtained at Potato Growers Office or from their Agents. It is necessary that cards be presented in order to be eligible to vote at the Annual Meeting.

P. E. I. POTATO GROWERS' ASSOCIATION

AMAZING BUT TRUE A FREE FILM

WITH EVERY ROLL OF FILM RECEIVED BY US ON MONDAYS & TUESDAYS WE SEND YOU ONE ROLL FREE In Sizes of 127 - 620 - 120 - 616 - 116 ONLY

55 CENTS FOR AN 8 EXPOSURE ROLL 75 CENTS FOR A 12 EXPOSURE ROLL DAILY SERVICE ON ALL ROLLS NEGATIVES 4 CENTS EACH

MAIL YOUR FILMS TODAY

MAIL FILM SERVICE BOX 11 CHARLOTTETOWN

THE "RIVI-AERA" HATS ARE HERE!

JOCKEY CAP—TAM WITH POM-POM SUNNY HAT WITH POM-POM

ALL STYLES - - - ALL COLORS FOR LADIES, MEN AND JUNIORS

RICH-LOOKING — SPORTY and STYLED RIGHT

IDEAL FOR MOTORING, GOLF, BEACH, BOATING AND EVERY CASUAL SUMMER WEAR.

ONLY 98c Ea.

SEE THEM ON DISPLAY TODAY AT

REDDIN BROS. DRUG STORE AND GIGGEY'S PHARMACY

Heat At Work In Hushed Silence

Make your heating dollars count with TORIDHEET AUTOMATIC HEATING



• The proven efficiency of TORIDHEET Wall Flame oil burners keeps your fuel dollars from going up the chimney. Fuel savings of 25% are common—some run as high as 50%. Get rid of dirt, work and uneven heating. Get TORIDHEET right now.

Silent As A Spinning Top

Hushed—yet active—heat where it does the most good—gently massaging the walls of your boiler or furnace. This slowly rising, steady swirl of blue flame gives the entire heating plant a greater opportunity to absorb the heat extracted from the oil, resulting in lower stack temperature—less heat wasted up through the chimney passage.

NO PRESSURE BLOWTORCH ROAR

No complicated pressure pump is required to force the fuel oil through a pin point atomizing nozzle. No blower is required to send a blast of air into the asphalt. There is no asphalt heat lost. It's whisper quiet. Backed by over 29 years of oil heat experience.

TOP DURABILITY, 56 years life expectancy. QUICK WARM UP, 7 times faster than clay or brick refractories. GUARANTEED IN WRITING—25% CUT IN OIL BILLS ON GUN BURNER REPLACEMENTS.

A wide range of size and capacities for the smallest of cottages to the largest of mansions.

Vickerson Engineering Co.

53 Queen St. — CHARLOTTETOWN — Phone 2480

MASTER FEEDS

ARE HAPPY TO ANNOUNCE AS THEIR DEALER FOR THE FRENCH RIVER DISTRICT—

MASTER Feeds now offer a finance plan whereby you pay for your feed when your hogs or turkeys go to market. No carrying charge; ask your Master Dealer. Mr. Campbell specializes in grinding and mixing service.

Feeders who keep records use MASTER.

OTHER ISLAND DEALERS:

Summerside	Prince Edward Island Fur Pool Ltd.
O'Leary	H. B. Willis Inc.
Kensington	H. B. Willis Inc.
Central Bedeque	Dunk River Dairying Co.
Stanley Bridge	Reid's Feed Service
Wheatley River	Preston Rackham
Victoria	L. D. McLeod & Sons
Albany	L. D. McLeod & Sons
Kilmuir	McGowan's Ltd.
Mount Stewart	Clark's Feed Service

Let's Discuss Your Feeding Plan With Your Island's

MASTER MAN
IVAN KERRY

23 Water St. Charlottetown

POWER FARMING

MAIL COUPON TODAY FOR FREE! BOOK



• If you're interested in lowering your farming costs and increasing work output, send for this new, illustrated booklet on "Power Farming with Caterpillar Diesel Farm Tractors." There's no obligation, just mail the coupon below to . . .

A. PICKARD MACHINERY LTD
Malpeque Road

A. PICKARD MACHINERY LTD.
Malpeque Road
Please send me the free booklet on "Power Farming." I farm _____ acres and my principal crop is _____
If you are a student, check here
Name _____
Address _____ State _____

DON'T READ THIS UNLESS

You are interested in winning a sensational NEW POLAROID LAND CAMERA which takes, develops and prints a picture in ONE MINUTE.

"JUST 60 SECONDS FROM MARITIME PRINT"

Mail your roll of film with 40¢ to Maritime Film Service, P.O. Box 3000, Halifax, N. S. Your film will be developed, printed and packaged in an attractive ALBUM FOLDER with deckled prints and returned to you the same day as received. You will also receive complete instructions on how to qualify in this contest. Don't delay. Your chances are good to win this camera valued at over \$100.00, or you may take cash if you wish.

Last Year's winner of the Contest was
MISS GLORIA CAMPBELL
32 Smith St., New Waterford, N. S.

FAST RETURN SERVICE

MAIL YOUR FILMS TO US. THEY WILL BE PRINTED AND RETURNED THE SAME DAY THEY ARE RECEIVED

MARITIME FILM SERVICE

P. O. Box 3000
HALIFAX NOVA SCOTIA

NOTICE

WE ARE IN THE MARKET FOR A LIMITED QUANTITY OF GOOD HEAVY CAST IRON SCRAP.

BRUCE STEWART & CO. LTD.

Your FURNACE OIL SUPPLY GUARANTEED FOR AS LONG AS YOU WANT IT . . .

with an Imperial Oil "Evergreen Contract"



ESSO FURNACE OIL

Imperial Oil controls every step in the production of Esso Furnace Oil to guarantee you top quality in a fuel especially developed for automatic oil burners. And an Imperial "Evergreen Contract"—guaranteed by Imperial Oil Limited—means automatic weather-controlled delivery and sure, economical heat.

write or phone the nearest office of IMPERIAL OIL LIMITED