

# Dairymen Take Realistic Attitude On Margarine

By J. LINCOLN DEWAR  
Farmers who are interested in having samples of seed tested for purity and germination may submit these to the District Supervisor Plant Products Division, Plant Products Building, Carling Avenue, Ottawa 3, Ontario.

In the case of grain the sample should be a pound and a half and should be typical of the lot. If there are 20 bags in the lot the sample shouldn't be taken from just one. Cost of this service is 75 cents per sample.

In the case of timothy or clover a two ounce sample is sufficient and the charge is \$1.

**NEW SERVICES**

It is noted with interest that our press is editorializing on commercial advertisements. We feel sure that the public will appreciate this new service particularly where it undertakes to expose, mistakenly or otherwise inaccuracies, doubtful claims or misleading statements. We can see that this approach will certainly provide the consumer and the reader with a feeling of confidence in advertising, a feeling that probably hasn't always been apparent.

Our press is to be congratulated on initiating this new service which we expect is a first for the province.

**AVERAGE FAMILY**

A conclusion which is based on valid assumptions may be either correct or incorrect. If it is based improperly to begin, then it is always wrong. For instance the average Canadian family doesn't consist of five members. It consists of slightly over four. This average family doesn't consume 100 pounds of margarine. It consumes less than 30. The average Canadian family consumes both butter and mar-

gine and probably about 12 per cent of Canadian families consume margarine alone. In the Maritimes this latter percentage is about 20 but it varies in the different economic classifications.

**NO FOUNDATION**

A recent editorial assumes that "No doubt pressure will be applied to block passage of repeal on the third reading. It will not likely succeed." The reference is of course to the repeal of the Dairy Industry Act.

We are interested in fact amazed that anyone could be so certain that such a course of action would be initiated by the dairymen. Not even the dairymen can make this sort of assumption.

In any event dairy people are realistic; they see no point in flogging a dead horse even though there may be some editorial value in this type of pastime. We would feel quite sure that if the dairy industry were to continue harping on the matter and discussing it in the press that we would be told very promptly that this was no sort of way to behave. It would be pointed out that the Legislature had in its sovereign wisdom decided and that it would be quite presumptuous for ordinary mortals to question the decision.

**STATISTICS**

We plead guilty to not publishing all the statistics related to farm income. There are limitations on space and on what can be assimilated by the reader. However, in deference to those who were irritated by the handling of the income figures in the ad referred to we hasten to supply additional ones and trust that they will prove satisfactory to those who require a more complete story.

Year	Weekly Wage	Price Index	Wages 1949	Constant
1949	42.96	100	42.96	42.96
1964	66.00	135	66.70	66.70

  

Year	All Milk	Price of Milk and Services	1949 Dollars
1949	2.65	204	2.66
1950	2.68	200	2.49
1964	3.10	207	2.12

Changes in the organization of agricultural production are also expected to continue. Farms will continue to grow in size, with enlargement in Eastern Canada taking place through further declines in the number of marginal farms either by amalgamation with other farms or by abandonment.

Further enlargement in the Prairie Provinces, accompanying the increase in size of machinery, may take place, and it is likely that a considerable part of the enlargement will be accomplished by existing farms renting additional land. This would be a continuation of a trend already apparent.

Between 1951 and 1961, while farms in the Prairie Provinces that were owner-operated declined from 57 per cent to 53 per cent, the ones that were combinations of owned and rented land increased from 31 to 38 per cent. A restraining factor in enlargement of farms through the purchase of additional land will be the inability or unwillingness on the part of the farmer to increase further

## Car Production Down This Week

TORONTO (CP)—Scheduled Canadian car production this week is 16,419 units compared with 17,482 last week, the Motor Vehicle Manufacturer's Association says.

Production to March 13 was 140,840 units compared with 144,068.

Units produced for the year continues behind 1964 because of shutdowns.

Production of all companies so far this year is 167,861 cars and trucks compared with 169,826 in 1964.

Scheduled car production by company this week and total production to March 13, with comparative figures for last week's production:

Chrysler 2,870 (2,931); Ford 2,329 (2,329); General Motors 8,258 (9,111); Studebaker 336 (383); Volvo 75 (75); 563 (471).

Ontario's first forest fire of 1964 was discovered in February on an icebound island near Kenora—under two feet of snow.

Population experts predict a world population total of 7,000,000,000 by 2000 A.D. if the present birth-rate is maintained.

# Engineer's Rule Is Used In Supermarket Checking

VANCOUVER (CP)—The job of the supermarket mathematician has been automated by Dr. Modest Pernarowski of Vancouver.

He takes a small engineer's rule on his shopping trips and in seconds can figure which offers the better bargain—104 ounces of detergent at 39 cents or 29 ounces at \$1.30.

Dr. Pernarowski says the slide rule is the quickest way to decide which "specials" on the supermarket shelves really are bargains.

"With the odd sizes and weights, it makes it very difficult to compare values. Who can quickly divide 104 ounces into 39 cents and remember the result while figuring out another product?"

Dr. Pernarowski's slide rule

manipulations are not solely for his personal interest.

The associate professor of pharmacy at the University of British Columbia is the province's only representative on the federal 16-member Advisory Council of Consumers appointed last July.

"We deal only with food and drugs," he explained. "The proliferation of products is fantastically confusing."

"SALE PRICE HIGH

"I've found a cake mix, marked as on sale, was more expensive than the regular stock across the aisle."

Dr. Pernarowski said he is studying the possibility of a uniform approach in packaging.

"The manufacturers say it's difficult to change packaging, but when it comes to advertising they change the packaging

in a hurry if it's not suitable."

He said there is a need for consumer education.

"People go to the supermarket and see strawberry jam on sale, but if they look closely, they might see that it's strawberry jam with added pectin."

"The simple inclusion of these three words means that the strawberry content minimum is lowered to 32 per cent from 32 per cent."

"The higher figure, set by the food and drug regulations, applies to strawberry jam without added pectin."

"So on the sale item with pectin you're probably overpaying," he said.

Dr. Pernarowski said there is excessive duplication of products that adds further to the confusion.

He said that in the United

States in 1964, 277 new drug products came on the market.

In actual fact, only 17 new chemical entities were found. There were 18 'new' color and cough products listed. Hogwash. They are still using the same old material and just rehashing the formulas. This applies just as much in the food field."

He hopes the advisory consumer committee will eventually grow into a full government department of consumers.

"The manufacturers know exactly how to bring pressure on the government when their interests are threatened, but the consumer has practically no voice."

**PLEA TO**

(Continued from page 1)

lation if the government set a precedent here by "taking away representation in 8th Kings when the population goes down for a few years."

**SADDENED BY RECORD**

Premier Walter Shaw said he was "saddened" by the record of the Georgetown area under its present form of representation.

"Georgetown has shrivelled on the vine. It went down from a progressive, prosperous, alert community to one which was just a group of dreamers without too much vision for the future," the premier said.

He suggested the area would be strengthened by joining the 4th Kings district.

A W. Matheson (L—4th Kings) said if a provincial election were called, Kings County would have only eight members and "the people of Kings are not happy about it."

"The government didn't bring in the Election Act before the by-elections because I think the government wasn't sure it was good."

Mr. Matheson said he agreed the Charlottetown district had a large population but "rural representation is far more strenuous than in urban areas."

Dr. Hubert MacNeill, minister of health, called for a boundary commission to study the problem in the future. He said 25 per cent of the province's population was located west of Summerside.

The resolution was defeated by a 15 to 12 vote.

ON THE ISLAND IT'S  
**MOORE & McLEOD LTD.**  
YOUR FAVORITE SHOPPING CENTRE

# SPRING

MEN'S WEAR — FIRST FLOOR

**MEN'S SUITS**

- Choose from our entire stock
- All the latest patterns
- New spring suits included
- Charcoals, blues, greys, browns, etc.
- Regulars, tails, shorts and stouts

ENTIRE STOCK **20% OFF**

**Men's Flite Bags**

- Nylon shell
- Waterproof
- Leather bound at points of strain
- Navy, brown, charcoal
- Regular \$25.00

**MARCH SALE**  
**17.95**

**Men's All Weather Coats**

- New spring stock included
- All the newest styles
- Bone, charcoal, black, lozen etc.
- Regulars and tails
- 36-46

ENTIRE STOCK **20% Off**

**Men's Sport Coats**

- Spring stock included
- All the newest patterns and styles
- Imported English and Scottish cloths
- Regulars and tails

ENTIRE STOCK **20% Off**

**Men's TROUSERS**

Our entire stock of men's quality trousers by McIntosh of English.

GOING AT **20% Off**

**Men's Sport Shirts**

- Tapered body
- Narrow waist
- Plain and fancy patterns
- Sizes 8 to 18 years

SPECIAL **\$1.89**

**Men's Ties**

- Stripes and fancy patterns
- Tailored for perfect knotting
- Regular to \$1.50

SPECIAL **2 FOR \$1.00**

**Men's Socks**

- Styled by Wolsey of England
- Nylon and terylene
- Stretch
- Regular to \$1.85

SPECIAL **\$1.19**



**Men's Sport Coats**

In the light weight fabrics for the warm weather that lies ahead. Regularly priced \$25.00

THIS SALE ONLY **19.95**

**Men's Felt Hats**

- By Canada's top maker
- Choose from brown, grey, charcoal, etc.

WHILE THEY LAST **5.95**

**Men's T-Shirts**

- Long sleeve
- Fine combed cotton
- Full cut for comfort
- Sizes S, M, L.

SPECIAL **1/3 Off**

**Men's Sport Shirts**

- Long sleeve
- Fully washable
- Regular and tapered body
- Sizes S, M, L.

SPECIAL **1/3 Off**

**Men's Sweaters**

- Pullover and cardigan styles
- Wool and orlon
- Full fashioned

ENTIRE STOCK **1/3 OFF**

**Men's Suits**

Made to your individual measurements. Regular to \$95.00.

SALE **\$65.00**

ACCESSORIES — FIRST FLOOR

**Cups & Saucers**

English Bone China Cups and Saucers. Featuring an assortment of colorful patterns in attractive shapes.

**SALE 98c ea.**

**Top Brass By Revlon**

Revlon's Top Brass Hair Dressing for Men. Regular value \$1.50.

SPECIAL OFFER **2 TUBES FOR \$1.00**

**Dry Skin Cleanser and Cold Cream**

Dorothy Gray Dry Skin Cleanser and Salon Cold Cream. 8 oz. size Regular \$4.00

LIMITED TIME ONLY **SALE NOW \$2.00**

**SEAMLESS NYLONS**

First quality, 400 needle 15 Denier Micro Mesh. In shades chocco, brown, spice and beige. Sizes 8-11.

SALE **3 PAIR 1.00**

**Blouses**

Ladies short sleeve and sleeveless blouses in over-blouse and tuck in styles. Color white only. Size 12-20.

**SALE 98c EACH**

**Aprons**

Ladies Half Aprons in colorful cotton prints with fancy organdy trim.

**SALE 89c ea.**

**LADIES GLOVES**

Ladies Double Woven Nylon Gloves in plain and striped styles. These are shown in an excellent selection of colors. Sizes 6 1/2 - 7 1/2. Regular \$2.95 pr.

**1/2 PRICE**

**3 Ply Blended Yarn**

Wool & Rayon reinforced with Nylon. Approx. 1 oz. ball. In color—blue, turquoise, yellow, red, white, navy, brown, etc.

**35c PER BALL**  
**3 BALLS FOR \$1.00**

**Touch and Glow by Revlon**

Touch & Glow Liquid Make Up with free Moon Drops Foundation by Revlon. Regular \$4.25

LIMITED TIME ONLY **NOW ONLY \$2.25**

**Jewellery by Coro**

Featuring necklets and earrings in an excellent selection of colors. Regular \$1.00 value.

**SALE 1/2 PRICE**

**LADIES' & CHILDREN'S Travel Slippers**

Featuring a complete range of sizes in colors—pink, turquoise, blue, white, black, red, brown, etc. These come with genuine leather soles. Regular to \$1.00

**SALE 99c PAIR**

**SEAMLESS NYLONS**

First quality, 400 needle 15 Denier Micro Mesh. In shades chocco, brown, spice and beige. Sizes 8-11.

SALE **3 PAIR 1.00**

**Seamless Nylons**

First quality, 400 needle 15 Denier. plain top, featured in 3 pair packs. Keep a spare and save the pair. Always have a stocking in your purse. These come in light, medium and dark shades. Sizes 8 1/2 to 11.

**3 PAIR PACK 1.99**

**Dorothy Gray Deodorant**

Cream or Roll-on deodorant by Dorothy Gray. Regular \$1.50.

**SALE 95c**

**Breck Shampoo**

12 oz. Breck Shampoo with Free Breck Hair Set Mist.

SPECIAL FOR LIMITED TIME **ONLY \$1.69**

**LADIES GLOVES**

Ladies Double Woven Nylon Gloves in plain and striped styles. These are shown in an excellent selection of colors. Sizes 6 1/2 - 7 1/2. Regular \$2.95 pr.

**1/2 PRICE**

From **Cudmore's & P.J.'S Ltd.**

**HEINZ KETCHUP**

11 oz. Bottle **23c**

Flavor Pak	2 tins	Jergins Toilet Soap	3 bars
Peas	35c	Four Maids Sliced Pineapple	15 oz. tin 2 for 39c
Giant Size Blue Breeze	89c	Burford Bartlett Pears	2 tins 35c
Sunnyvale 48 oz. tin Orange (Libby's) Juice	49c		

**MAXWELL HOUSE**

Instant Coffee 6 OZ. JAR **99c**

**BLADE OR SHOULDER**

Roast Beef L.B. **45c**

Fresh or Corned Brisket lb. Maple Leaf tub **33c** | Brawn ... **29c**

**PRIME RIB**

Roast Beef L.B. **69c**

Florida 12 for Kold Pak tub **1.00** | Grapefruit S'berries .. **39c**

**NEW CROP TEXAS**

Carrots 3 LBS. **29c**

**P. J.'s Ltd. | Cudmore's**

DIAL 4-8586 and 4-8588 | CASH GROCERY DIAL 4-8515

FREE DELIVERY | COD ORDERS ACCEPTED