

A Feature for Every Friday— Among The Farmers Federation Of Agriculture News

Press Telegram MONTREAL, Jan. 23—(C.F.A.) Federation will request the following floors—butter 63, hogs, twenty-eight dollars grade B One Winnipeg, equivalent thirty six dollars Wiltshire Sides; eggs, forty four cents a dozen; cheese, 30 cents at warehouse. Gardiner states price support policy to maintain farmers' income at least at present level. Gardiner in last two million pounds of butter at 63 cents J. L. DEWAR.

Nutrition and Health With spring just around the corner, we hear from the Provincial Nutritionist in the Department of Health and Welfare that they are becoming quite "vegetable conscious". She has told us that she is beginning to question Prince Edward Island's right to the title "Garden of the Gulf" as there are too many families who do not have an adequate vegetable garden. With this thought in mind, we would like to point out that vegetables should be used often in our daily meals. Canada's Food Rules recommend at least two vegetables besides potatoes every day—preferably green or yellow, and often raw. Green and yellow vegetables contain large amounts of minerals and vitamins and when eaten raw there is no danger of these vegetable foods being destroyed in cooking. So as the seed catalogues come to remind us of spring, let's really plan a vegetable garden that's worthwhile. Let's forget for a moment about the potatoes and turnips we hope to market next fall; and let's plan for the peas, beans, lettuce, tomatoes, spinach, chard, onions, radishes, and many other vegetables that our families will not only enjoy, but that will ensure better health for them.

Half-Billion-Dollar Industry Canadian dairymen wish to rehabilitate their own half-billion-dollar industry, they must be prepared to dig down and contribute sufficient funds to enable such a public relations and advertising programme to be carried on as to ensure that the Canadian public, generally, will appreciate the value of dairy products in their daily diet, and the importance of a stable dairy industry in the overall Canadian economy. That, in the essence, was the message F.W. Walsh, Deputy Minister of Agriculture and Marketing, had for the Dairy Farmers of Canada, which held its annual convention at Montreal last week. How to secure the funds necessary for the prosecution of a programme, such as he outlined, was a matter which the industry, itself, would have to decide, Mr. Walsh said. However, in this connection, he suggested that some guidance might be taken from the policies being followed by other producer groups who have had considerable experience in conducting public relations, advertising and merchandising programs.

Scrap the "Sacred Cows" Mr. Walsh, in addition, was of the opinion that much could be achieved through the scrapping of the time-worn beliefs, traditions and inefficiencies, many of which had been handed down from father to son, over the years. The plan, also, he believed, would call for the discarding of some of the dairy industry's own "sacred cows" through the immediate removal of some of the "Thou Shalt Not Touch" signs with which the industry had so long believed must not be disturbed on any account, even in spite of evidence to the fact that many of these had outlived their usefulness.

Dairy Policy Must Have Support "It is important to every citizen of Canada—even if many are not fully aware of the fact—that the dairy industry of this country must be made strong and virile," suggested Mr. Walsh, "and that it will be placed in a position where it will enable those engaged in all branches of the industry to secure a proper and equitable standard of living. To accomplish this, it is necessary for the industry to establish a definite, drastic, and positive dairy policy." "In my opinion," he continued, "this policy should not be one of constantly criticizing others. That will accomplish nothing. Indeed, it should be a policy which calls for positive action and it must have the complete support of all classes of dairymen, manufacturers, and all other persons and groups who have a stake in the dairy industry." Such a programme, Mr. Walsh believed, would involve public relations; health and nutritional publicity; unification of commercial aspects of industry; emphasis on merchandising; and stimulation of scientific study by industry, departments of agriculture, and educational institutions. "That's a big order, but," he continued, "I am thoroughly convinced that it can be put across if all branches of this dairy industry of ours will but believe in what can be achieved through collective group action and co-operative enterprise."

Advice To Manufacturers Mr. W. C. Cameron, Associate Director of Marketing Service, Dairy Products gave the following advice to owners of dairy plants at the Montreal meeting: "There are many examples of where one could inspect his business to see if it meets the exacting specifications of today's requirements. There are also many definite progressive steps which have been and are being taken but I leave with manufacturers these three points: 1. Are all the milk solids produced in the area which you serve being utilized to the best advantage? 2. Is your staff equipped with the necessary training to give you the constructive ideas your business needs to meet the ever-increasing competition from all sides? 3. What insurance do you carry in the way of contributing funds from your business to insure the first two points being fulfilled? What has been said with regard to manufacturers can also be applied in general terms to producers. Dealing with the last item first, namely the setting aside of finances to be used to better the position of dairy farmers, I would say that in my opinion, Mr. Cameron continued, "June set aside" is one of the major progressive steps that has been taken by dairy farmers in many years. "Nothing should be allowed to impede the movement. By wise and far-sighted administration of this effort, it can be tremendous influence for good, not only to dairy farmers and the industry as a whole, but also to the Canadian economy. No one connected with the industry, in my opinion, can afford to be disinterested in this matter and each should, without being meddlesome, support in whatever way he can this endeavour on the part of dairy farmers to create a fund for the advancement of dairying of which they are the basis."

Farm Forum Gift For Stellarton Families P. E. I. Farm Forums from Tignish to Souris will join forces on Thursday, January 31st to send heartfelt sympathy, and a carload of Island hospitality to the bereaved families of the Stellarton mine disaster. On the suggestion of Mr. Leo McIsaac, Rural Research Director and with the assistance of the P. E. I. Federation of Agriculture and the Island Co-operative Services, Forum members will give the best of their potatoes, vegetables or poultry to the miners' widows. One member from each Forum will collect the produce from his local group, and take it to the assembly point nearest his home. Here the produce will be collected by a co-operative service truck and taken to Charlottetown to the Central Farmers' Warehouse, where it will be shipped to Stellarton. Points of assembly are: Prince County—Tignish Co-op; Summerside Co-op; Kensington Co-op; O'Leary Co-op. King's County—Hughes' Store, Souris; St. Peter's Co-op; Morel Co-op; New Perth, Farm of Mr. J. L. Dewar. Queen's County—Warehouse of Central Farmers' Co-operative.

Enough Farm Credit? In a recent Farm Forum discussion on Farm Policy, groups were asked, "Do you think there is enough Farm Credit?" The following quotes give a survey of Forum members' opinions on a subject which controls a fair share of our agriculture. Linkletter Farm Forum says, "Enough farm credit available to those who have good financial background, but to any young man trying to start in farming, there is not enough, if any at all." "At the present time," Rennie's Road Forum writes, "It is pretty nearly impossible for a young farmer to get financial aid. As we look at it, a young farmer would have to have \$5000.00 capital before he could get organized. We feel if a young farmer could get the same assistance as the Vets we would have more young people take up farming." "Most members in Long River Forum agreed that security should be eased on loans so that young men starting out in farming can secure loans more easily at present increased loans on fertilizer, and cash crops to make conditions easier for young farmers. Also more interest should be shown in Credit Unions in the districts so that the farmer can get ready cash when needed for farming operations."

Local Marketing Discussion On Monday evening P. E. I. Farm Forums will hear a half hour panel discussion on local marketing programs. This broadcast which begins at 9:00 and follows the Forum Round Up, will give local groups a background for the National Series on Marketing which begins in February. The chairman of the broadcast will be Mr. Walter Shaw whose knowledge of marketing trends makes him an ideal choice.

ANCIENT ARTISTS The earliest attempts at individual portraits are found in mummy cases of the ancient Egyptians.

IN MEMORIAM In loving memory of my dear Mother, MRS. DAVID LAWSON, Kirkcaldy, Scotland, who departed January 23rd, 1948. Mother has fallen asleep, Mother was tired and weary, Weary with toil and with pain, Put by her glasses and rocker, She will not need them again. Into Heaven's mansion's she's entered, Never to sigh or to weep. After long years with life's struggles, Mother has fallen asleep. Near other loved ones we laid her, Low in the church yard to lie And though our hearts are near broken, Yet we would not question "why." She does not rest near the grasses, 'Tis o'er her dear grave they creep, She has gone into the Kingdom, Mother has fallen asleep. Inscrbed by Her Daughter, Mrs. A. Rhynes, West Royalty.

THE CENTRAL GUARDIAN

This column is reserved for news of local interest, but advertising of a newsy nature may be inserted at five cents a word, strictly payable in advance.

EXTRA PANTS FREE on made-to-measure suits at Jack Cameron's. TWO FLIGHTS WEEKLY to the Magdalen Islands, P. Q. Phone Maritime Central Airways Limited, 2061 or 540. COOK'S STUDIO for perfect pictures.

ATTENTION SCOTSMEN (AND OTHERS)—20% discount on Tailored-to-measure clothes. J. P. MacPherson & Son. CLOSED FOR STOCK TAKING Monday and Tuesday, January 28th and 29th, Canadian Tire Store.

HEAR SUZANNE BRENTON, pianist, and P. W. C. Girls Ensemble at College Auditorium, Tuesday, February 5th, at 8:30. Tickets at door: 50 cents; students 25 cents. SPECIALS AT BROWN ELECTRIC, Kent Street.—6 only table lamps, selling 1/2 price. Balance of Lamps 20% Discount. Electric Shavers 20% Discount. 6 only Hot-plates 20% Discount.

DO YOU ENJOY FUN?—Then come and hear Maggie and Jock battle for Scotch or Irish supremacy at Burns Concert tonight.

WINDMILL'S SPECIAL TODAY.—Fresh Haddock Fillet, choice of potatoes, beans, sole slaw, bread and butter, 50 cents.

I. O. O. F. REGULAR MEETING Wildy No. 27, Friday, 8:00 P. M. Games and refreshments after. A full attendance is requested.

WINSLOE PASTORAL CHARGE, services Sunday, January 27th, are as follows: Princetown Road 11 A. M. Winsloe North 7:30 P. M. Rev. J. R. Skinner, Minister.

MURRAY HARBOUR PASTORAL CHARGE.—United Church of Canada. Services, Sunday, January 27th, 11 A. M. Murray River, 3:00 P. M. Little Sands, 7:30 P. M. Murray Harbour. Holy Communion at the first two services. Rev. D. Wallace MacPherson, Minister.

HUNTER RIVER CHARGE.—Services January 27th. Wiltshire 11 A. M. Hampshire 2:30 P. M. Hunter River 7:30. Rev. Howard Christie, Minister.

THE PRESBYTERIAN CHURCH IN CANADA.—Services for Sunday, January 27th, as follows: Montague 11 A. M. and 7:30 P. M. Cardigan 2:30 P. M. Montague Sunday School 10 A. M. Rev. F. N. Young, Minister.

GEORGETOWN PASTORAL CHARGE.—United Church of Canada. Church services for January 27th, 11 A. M. Sturgeon, 2:30 P. M. Milltown Cross, 7 P. M. Georgetown. Ordination service for two Elders. Rev. W. A. Paterson, Minister.

THE PRESBYTERIAN CHURCH IN CANADA.—Central Parish Services next Lord's Day are as follows: Clyde River 11 A. M. Canoe Cove 2:30 P. M. Sunday School 1:30 P. M. Nine Mile Creek 7 P. M. Rev. Donald Nicholson, Minister.

CROSS ROADS—ALEXANDRA—HAZELBROOK.—Services for Sunday, January 27th. Cross Roads 11 A. M. Alexandra 3 P. M. Song service at Hazelbrook at 7:30 P. M. Lic. Thomas Poole, Minister.

BREADALBANE UNITED PASTORAL CHARGE.—Services Sunday, January 27th. Pleasant Valley 11 A. M. North Granville 3 P. M. Breadalbane 7:30 P. M. Rev. W. B. MacPhail, Minister.

POWVAL CHARGE.—Services at Bunbury at 11:00 A. M., with business meeting following. Mount Herbert at 2:30 with business meeting following. Powval regular service at 7:00 P. M. Rev. A. S. Weir, Minister.

CORNWALL CHARGE.—Services January 27th, will be conducted by Rev. G. W. Tilley as follows, if roads and weather permit. Cornwall at 11:00 A. M. Kings-ton at 3:00 P. M. Cornwall Sunday School at 2:30 P. M. Rev. A. S. Weir, Interim Chairman.

YORK UNITED CHURCH.—Sunday, January 27th. Central 11 A. M. Pleasant Grove 3 P. M. York 7:30 P. M. Rev. John Douglas.

NORTH RIVER UNITED BAPTIST PASTORATE.—Sunday, January 27th. Long Creek 11:00 A. M. Clyde River 3:00 P. M. Kingston 7:30 P. M. Rev. H. Barber, Pastor.

ORWELL—VERNON UNITED CHURCH OF CANADA.—Services for Sunday, January 27th. Orwell 11 A. M. Cherry Valley 2:30 P. M. Vernon River 7 P. M. Rev. John F. MacKay, B. D., Minister.

THE PRESBYTERIAN CHURCH IN CANADA.—Brookfield Charge. Roads permitting—the following will be the services for next Lord's Day, January 27th. Glasgow Road 11 A. M. Hartsville 3 P. M. Brookfield 7:30 P. M. Sunday School 11 A. M. Rev. Neil Herman will preach and conduct the services. All are welcome. Rev. Donald Nicholson, Interim Moderator.



JUST ARRIVED GLORIOUS NEW VELOUR 3-Piece CHESTERFIELD SUITES. In your choice of two beautiful styles. ONLY 199.50 THREE PIECES. This price made possible only because our buyers hit the January Markets early—the old story—the early bird gets the worm.

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