



**LAOTIAN PROBLEM IS DISCUSSED**

United Nations Secretary General Dag Hammarskjöld, third from left, front row, speaks at opening of special meeting of the U.N. Security Council on the Laos situation.

The United States, Britain and France proposed that a four-nation sub-committee be set up to make inquiries into the Laos dispute, but Russia protested that the meeting had

been called irregularly. Egido Ortona of Italy, Security Council president for September, is second from right. Second from left is Armand Bernard of France.

bushel, and covered the administration and field staff. "This just shows what a farmer-controlled organization can do for itself" the member said. "I think the Australian Wheat Board has proved itself to be the most successful venture ever attempted in Australian primary production. It has proved that the growers themselves can successfully control their wheat right from the time it is sown to the time it is delivered to the miller, in Australia or overseas."

**N.Z. DAIRY PRICES**  
The Dairy Products Prices Authority has fixed prices to be paid by the New Zealand Dairy Products Marketing Commission during the 1959-60 season for creamery butter and cheese at the following levels: Creamery butter basic price, 32.7 cents and

Cheese basic price, 20 cents. It is estimated that these prices will enable dairy companies from which the Commission buys the butter and cheese to pay farmers 35.9 cts. per lb. for butterfat for butter making and 42.3 cts per lb. for butterfat for cheese making. The price for butterfat for butter is the same as that paid in the season just ended on July 31, 1959 but the 42.3 cts. per pound for butterfat for cheese is 4 cts. higher.

**MISFORTUNES**  
Fire and accidents involving the agricultural community continue with the one at the Exhibition grounds being the most extensive. Insurance is not costly for farm buildings or against farm accidents. Nevertheless coverage is rarely adequate. For fire the insurance should be somewhere close to replacement value not \$1,000 on a \$5,000 building.

**HAY, HAY**  
Rarely if ever has there been as much haying going on and as much hay out on the tenth of September as in the case this year. Even a month ago farmers were concerned at the lateness of the operation now, thirty days later the struggle goes on and will continue perhaps for another week. At the same time harvesting is in full swing, grain ripened very rapidly once the weather

finer up and has quickly reached the point where the use of the binder is impractical either due to breaking down of the crop or to the danger of shelling. Potato fields are in all states from completely green to ready to dig. Next month will provide an abundance of work to keep the farmer busy.

**CLASS B**  
For the first time in its history the Dundas ploughing match affains the status of a class B fair—the only one in the province (Charlottetown is Class A). To qualify as a class B fair a definite amount of prize money must be paid out each year for three years. Once qualified as a P Exhibition it is possible to obtain federal assistance in financing the erection of facilities.

**RETURNS TO PRACTICE**  
MONTREAL (CP) — Mr. Justice Jean Martineau of the Quebec Court of Appeals has resigned his post to return to law practice. It was announced Friday. Judge Martineau took office Sept. 30, 1954.

**Boost To Advertising Benefits Is Goal As Managers Gather**

MONTREAL — Means of strengthening the services performed by newspaper advertising on behalf of consumers as well as merchandisers, will form the theme of the annual convention of the Newspaper Advertising Managers' Association (Eastern Canada), to be held here Sept. 16-18 at the Mount Royal Hotel.

Prince Edward Island is to be represented in the discussion by Gordon W. Fairgrieve, advertising manager of The Guardian and The Evening Patriot. E. J. Mannion, of Thomson Newspapers Ltd., is president of the association.

Leading figures in the fields of advertising and sales promotion are to be heard by some 80 newspaper advertising men who will be in attendance and round table discussions are to form another important part of the agenda. Stress is to be put upon improving newspaper advertising, to the benefit of merchandisers, and upon making it more informative to consumers.

Speakers who will be heard on the opening day include: Ian A. Macdonald, general manager,

Canadian Daily Newspaper Publishers Association; Ben Dobrinsky, advertising director, Steinberg's Ltd.; N. Gregor Guthrie, promotion manager, Ottawa Citizen; Eric M. Wilson, advertising director, Montreal Star; St. Clair Balfour, executive vice-president, Southern Co. Ltd.; Ralph H. Hierlihy, general manager, Henry Morgan Co. Ltd., Hamilton, and L.B. Leith, advertising manager, The Evening Record, Galt, Ont.

At later sessions, further speakers and leaders of discussions will include: T. R. Haugland, of Kenyon and Eckhardt, Ltd.; E. R. Fisher, advertising manager, Pepsi-Cola, Ltd.; J.E. McDougall, vice-president, Cockfield, Brown and Co. Ltd.; E. Earl, editor, Marketing; J.E.H. Lovick, president, James Lovick Co. Ltd.; D.L. Regan, advertising manager, the Hamilton Spectator, and James Anderson, advertising manager, the Kitchener-Waterloo Record.

**LONG TON**  
There are 112 pounds in the English hundredweight, making the long ton of 2,240 pounds.

**Boost To Advertising Benefits Crapaud**

(Continued from page 8)  
Arsenault; 2. Mrs. Wendell Phillips, Charlottetown; 3. Mrs. Orville Taylor, North Granville.

Pillow Cases, embroidered: 1. Mrs. Ed. MacFadyen, Augustine Cove; 2. Mrs. Allan Gaudet, Borden.  
Child's Dress (Smocked): 1. Mrs. Wendell Phillips; 2. Mrs. Norman Nicholson, Charlottetown.

Table Cloth (all lace): 1. Lolita McVittie, Crapaud.  
Afghans: 1. Adaline Campbell; 2. Mrs. Vance Dixon, Tryon; 3. Mrs. Joseph Trowsdale, Crapaud.

Luncheon or Bridge Set and Serviettes: 1. Adaline Campbell, Knitted Socks (fancy): 1. Mrs. Joseph Caseley, Spring Valley; 2. Mrs. Norman Nicholson; 3. Mrs. Wendell Phillips.

Knitted Mitts: 1. Mrs. S.J.F. Arsenault; 2. Mrs. Norman Nicholson; 3. Mrs. John Warren.  
Knitted Sweater, adult: 1. Mrs. S.J.F. Arsenault; 2. Mrs. Alton A. Rodd, North Milton; 3. Mrs. Bruce MacDonald, New Wiltshire.

Knitted Sweater, children: 1. Mrs. Ed. MacFadyen; 2. Mrs. Gladys Lowther, Crapaud; 3. Mrs. Gladys Lowther.  
Boy's knitted suit: 1. Mrs. Wendell Phillips; 2. Mrs. Norman

Nicholson; 3. Mrs. S.J.F. Arsenault.  
Girl's knitted Dress: 1. Mrs. S. J. F. Arsenault; 2. Mrs. Norman Nicholson; 3. Mrs. Wendell Phillips.

Baby's Bonnet and Booties: 1. Mrs. Wendell Phillips; 2. Mrs. Norman Nicholson; 3. Mrs. Alton A. Rodd.  
Baby's Sweater: 1. Mrs. Wendell Phillips; 2. Mrs. Gladys Lowther; 3. Mrs. Alton A. Rodd.

Novelty (for gift or bazaar): 1. Mrs. Alton A. Rodd; 2. Mrs. Wendell Phillips; 3. Mrs. Norman Nicholson.  
Apron: 1. Florence MacDougall Breadalbane; 2. Mrs. S.J.F. Arsenault; 3. Mrs. Leith-Brown, New London.

House Dress (Adult): 1. Mrs. Alton A. Rodd, New London; 2. Mrs. Wendell Phillips; 3. Mrs. Norman Nicholson.  
Child's Cotton Dress: 1. Mrs. Wendell Phillips; 2. Mrs. R.L. Boswall, Charlottetown; 3. Mrs. Norman Nicholson.

Boy's Wash Suit: 1. Mrs. Norman Nicholson; 2. Mrs. Wendell Phillips.  
Crocheted Bed Spread: 1. Lolita McVittie.  
Dollies (Crocheted): 1. Mrs. R. L. Boswall; 2. Mrs. Norman Nicholson; 3. Mrs. Douglas Matheson.

**FRUITS AND VEGETABLES**  
Ripe Tomatoes: 1. H. Parker Jewell, York; 2. Mrs. W.A. Moase Kensington.  
Green Tomatoes: 1. H. Parker

Jewell; 2. Everett Howatt, Jr., Tryon; 3. Sylvester J.P. Arsenault, Abram's Village.  
Carrots: 1. H. Parker Jewell; 2. Mrs. Annie Sorensen, Tryon; 3. Mrs. G. Foster, York.

Parsnips: 1. Mrs. G. Foster; 2. H. Parker Jewell; 3. Mrs. Annie Sorensen, Tryon.  
Cucumbers Pickling: 1. Moel Potts, Argyle Shore; 2. Mrs. Arthur Mackay, Darnley; 3. Linda Sharpe, Kensington.

Cucumbers (Slicing): 1. H. Parker Jewell; 2. Mrs. Stanley Willis, Cornwall; 3. Mrs. Douglas Matheson, Cornwall.  
Corn, for table use only: 1. H. Parker Jewell; 2. Mrs. Annie Sorensen; 3. Mrs. John Warren, North River.

Beets, any variety: 1. Mrs. Annie Sorensen; 2. Mrs. Alton A. Rodd, North Milton; 3. Mrs. Elmer Gamble, Albany.

**ANNOUNCE NEW STAMP**  
MONTREAL (CP) — The International Air Transport Association Friday announced the Japanese post office will issue a special stamp to mark the 15th annual general meeting of the association in Tokyo in October. The blue-green stamp, to be issued Oct. 12 opening day of the general meeting will feature a Japanese red-crested crane or "Tancho-zuru" regarded as a sacred bird in Japan.

**AMONG THE FARMERS**  
Federation of Agriculture Newsletter

**EGG PRODUCERS**  
Already most egg producers have been supplied registration cards by their egg grading stations. It is important that these cards be completed and returned as soon as possible in order that the producer may be in a position to qualify for any deficiency payments made under the Price Stabilization Program. As previously announced payments will be made on up to a total of four thousand dozen grade A large or extra large eggs. This will mean in effect that the producer will get the assistance on the production from approximately 450 hens per year.

**NEW FEATURE**  
The landscape at Greenfield has on it three new buildings which are quite typical of similar structures to be seen in Essex and Kent Counties, Ontario. Tobacco kilns are roughly 25 feet square standing on a concrete block foundation with a post of roughly 20 feet. Each

building is divided into two independent sections in which the heat can be controlled. The tobacco leaves are hung on laths which run through the building at about four feet intervals from floor to roof.  
Heat is supplied by propane heaters and controlled in the building by shutters in the walls and outlets in the roof which carry off the moisture. On the outside the walls are finished with 18 inch red asphalt roofing. The height of the buildings in proportion to their size with a red finish without windows gives the kilns a very distinctive appearance.

**MORE CHANGES**  
Professor D.R. Campbell of Ontario Agricultural College is recognized as an authority on farm economy and his predictions are not to be taken lightly. When for instance he predicts that in the next ten years there will be almost a revolution in the production of hogs, chickens and turkeys then there are grounds for believing this to be the case.

Prof. Campbell points out that the big change in the last 25 years has been in the mechanization of field crop production. This change has made possible more food production on less land with fewer people and the same thing is going to happen in livestock production believes Mr. Campbell.

Eventually this trend will become apparent in the beef and dairy industries as it becomes possible to put up roughage in pellet form which can be transported considerable distances and handled by feed dealers. All this may have had some quieting features. May not all be good for the family farm and the rural community. If it is so then farm planners should think in terms of making adjustments to meet the changes.

**LOW COST MARKETING**  
The Australian Wheat Board, the growers' organization which handles the entire Australian wheat crop, costs the grower little more than 1/2c a bushel to administer. A New South Wales member of the Board revealed this at the P.S.A. Annual Conference in Sydney recently. He told delegates that the total administrative costs of the Board on No. 22 (1958-59) Pool was \$1 million. This represented only 0.5c per

**WHILE WE PUT THE SPOTLIGHT ON**

**BETTER MEALS**

... tie-in with your advertising for

**BETTER SALES**

We're "settin' the stage" on which your advertising can give its most successful performance to your largest, most responsive audience: the homemakers of this area!

**BETTER MEALS - BUILD BETTER FAMILIES**

**ATTENTION SHOPPERS**

**HOLMAN'S FOODLAND**  
Charlottetown Store

Will Be

**CLOSED THIS MONDAY**

And Every Monday Thereafter

IF YOU CAN'T COME IN - PHONE 8510-8519

Charlottetown Only

FREE DELIVERY ON ALL ORDERS

**FOODLAND HOLMAN'S SUMMERSIDE and CHARLOTTETOWN**

**BETTER MEALS - BUILD BETTER FAMILIES**

**BETTER MEALS**

This Selling Opportunity Is Made-to-Order for:

- FOOD MARKETS
- GROCERS, BUTCHERS
- RESTAURANTS
- APPLIANCE DEALERS
- BOOKSTORES (cookbooks)
- FURNITURE STORES
- KITCHEN SPECIALISTS
- HARDWARE STORES
- ANY STORE selling kitchen utensils, cookware, silverware, china, table linens, etc.

**BUILD BETTER FAMILIES**

"TOTAL SELLING" FOOD PROMOTION

SEPTEMBER 14 - 26

Beginning September 14, our newspapers will conduct a concerted two-week drive to focus attention on one of the basic necessities of life: FOOD! The theme, "BETTER MEALS BUILD BETTER FAMILIES," will emphasize the importance of the family meal as the traditional gathering place of the whole family. It will point up the fact that BETTER MEALS are not only more nourishing and enjoyable, but are conducive to a better, more cohesive family relationship. It will stress the non-food aspects of BETTER MEALS, too—from attractive table settings to cheerful, tasteful surroundings. This broad-gauged drive will create a most receptive audience for the advertising of ANYTHING that will contribute to BETTER MEALS or better family living!

Take steps now to make the MOST of this opportunity to gear your advertising to this solid selling theme. Without extra charge, get our ad-building assistance, including art work, lettered headings, etc., prepared expressly for this promotion.

**THE "TOTAL SELLING" MEDIUM IS THE DAILY NEWSPAPER**

**The Guardian - The Evening Patriot**  
"Prince Edward Island's Total Selling Medium."

**BETTER MEALS - BUILD BETTER FAMILIES**