

TO THE FARMERS OF P. E. I.

DEALERS' PROPOSAL

In view of the suggestion of Mr. D. A. MacDonald that the farmers should vote on the Marketing Board if they do not approve of a compulsory one-deck-selling Pool, the Potato Dealers Association submits the following:—

(A) Following Provincial Government suggestions, the dealers are preparing to become an incorporated body. As such, they are quite prepared to work with a further suggestion that a province-wide organization of potato growers be set up, and from the executives of both bodies, with the larger number coming from the growers' association, a Potato Board for the Province.

(B) This Board shall decide who shall be authorized

- to purchase and sell potatoes in quantity lots in P. E. I.
- to discipline where ever necessary those engaged in the marketing of potatoes who do not abide by the regulations set forth by the Potato Board
- to raise funds for the purposes of the industry on the basis of volume, rather than by taxing the farmer on an acreage basis
- to issue a daily market report, as now practised elsewhere for the guidance of all concerned
- to arrange publicity for P. E. I. potatoes
- to carry forward all necessary measures required to protect the potato industry from diseases which are common in other places
- to watch out and arrange for freight and tariff negotiations to the best interest of the industry
- to prepare and present the views of the industry to the various governmental bodies as required.

This Potato Board would employ a full-time secretary, within the Department of Agriculture.

It will be remembered that for many years the late J. Wilfred Boulter, who was the head of the Farmer's organization, was the leader in all activities in connection with the potato industry. From time to time under his leadership committees were set up to take care of immediate needs, including tariff negotiations which, in 1929 saved us from a complete shutout from the U. S. markets, and in 1935 gave us our present U. S. tariff arrangement. In years of surplus, efforts were made to get such surplus as was available, such as the British Deal, starch program, the purchase of surplus potatoes in the Spring, and like activities.

Following Mr. Boulter's retirement a promotional Board was organized in 1947, and funds were accumulated and put to work for the benefit of the industry. These are still the only funds that are available today for disease control. The promotional Board was taken from the hands of the Committee in charge and placed under governmental control, and was finally superseded by the present Potato Marketing Board.

Harmony is necessary for progress, but you cannot have harmony when some people try to divide the country into two parts—those who grow potatoes and those who merchandise them.

We are prepared at all times to co-operate with any recognized agency of potato producers for the benefit of the industry.

P. E. I. Potato & Turnip Dealers Association
R. L. BURGE—President
E. W. CAMPBELL—Secretary.

NEWSY NOTES

By J. A. Clark, D.Sc.
FEROCIOUS HAZEL

The hurricane Hazel had its beginning in the Caribbean Sea. A commercial airplane pilot, flying along the north coast of South America at 5 o'clock on the evening of October 6th, radioed, when some distance northwest of Caracas, Venezuela, that he had encountered a lot of thunderstorms and had observed conditions that indicated "a disturbance" of more than normal intensity a few miles off that coast.

We had flown along this coast on August 1st to Caracas, and back on August 6th to Panama, and generally flew above the great snow white cumulus clouds that rose thousands of feet above the Caribbean. Occasionally we passed through thunder clouds that rose away above our course. These areas were turbulent and the flight was quite rough at times.

The hurricane hunters of the United States air force reported, after investigation, the appearance of a new hurricane, which, being the eighth of the season in the Atlantic, was named Hazel. The typhoons of the Pacific are named after boys.

Hazel moved slowly and harmlessly about the Caribbean for four days, then it suddenly turned north and struck land on either side of the narrow channel between Haiti and Cuba. Hurricane observers say that had it struck Haiti and its high mountains head on, it would have collapsed by losing its force and shrinking from precipitation; however, it just skirted the mountains, but struck the eastern lowlands with their dense population. Three hundred and sixty persons were reported killed, and 100,000 homeless, with the season's banana crop destroyed.

We have read of the courses taken by many Atlantic hurricanes which rarely have followed the course of any previous one, and were not known to have crossed over a mountain range. Hazel continued to baffle the U. S. weather bureau, who predicted it would follow up the Atlantic coast past Capt Hatteras, and then swing out to sea, as it bounced off the Allegheny mountains west of Washington.

At 11 a. m. on October 15th, Hazel struck the coast of the Carolinas, causing great destruction; it jumped the Allegheny Mountains, flooded out 2400 families in Wheeling, West Virginia, and continued north, across Pennsylvania and New York to Lake Ontario, killing 82 persons and destroying property so that President Eisenhower declared that a major disaster has occurred throughout its course in the United States.

The staff of the Canadian Meteorological Station at Malton, Ontario, who had been recording a cold front that was on its way from the Yukon, decided that the U. S. forecast was wrong, and five hours before Hazel reached the Carolinas they plotted the probable course of the hurricane as jumping the Alleghenies and forecast that its centre would cross Lake Ontario about 11 p. m.

The Malton weather bureau kept issuing warnings of hurricane winds, and the heaviest rain, all day Friday that Toronto has ever recorded. They also watched the movement of the cold front as it moved southward across the prairies from the Yukon. It moved into the United States, swung towards

Timely Notes

Silver Fox And Mink Farming

One of the tricks now resorted to to sell furs in top salons is to have one or several photographs taken of an interested customer modelling fur pieces. If a sale is not made then these photographs are developed and sent with the compliments of the firm to the lady's address. She shows them around among her friends and that is excellent publicity and often leads to many sales.

United Mink Breeders Association at a meeting held in the Schroeder Hotel, Milwaukee, formulated a definite policy for rebuilding herds of fur in event of a catastrophe. The U.M.B.A. plan is not a new one exactly and is described as internal insurance against a member's crop being wiped out by disease or other catastrophe. The first to benefit from the plan will be Henry Luckert, one of the U.M.P.A. charter members. Mr. Luckert, Marinette, Wis., recently lost 90 per cent of his mink crop killed by food poisoning. U.M.P.A. will finance the purchasing of 60 per cent of Mr. Luckert's breeding stock. Individual members of U.M.P.A. will furnish the other 40 per cent. Mr. Luckert will repay this investment over a period of years.

Speaking from the floor Henry Luckert thanked them for putting him back in business and he told them how almost overnight his entire mink crop was wiped out. Arthur MacArthur of the advertising department, said that this year's dark mink crop will probably be 20 per cent less than last year's. The pelt crop will be down still more, probably one-third, because members are rebuilding their own dark herds. While declining to discuss price he said that price always follows a supply factor.

Floods which followed hurricane Hazel wiped out the livelihood of 41 mink ranchers near Newmarket, north of Toronto. An estimated \$50,000 worth of animals drowned or died of pneumonia during the flood. There is no estimate of the replacement cost of buildings and equipment which were ripped from their moorings and damaged beyond repair. Pelts which can be salvaged are about five weeks before their prime. More important to the ranchers has been the loss of breeding stock. Coleman's ranch, for example, which had 855 standard platinum and pastel mink, has only 12 left. At a meeting of the Ontario fur breeders in Guelph steps were taken to establish a fund to replace the breeding stock.

The royalty of Great Britain, the Queen and the Queen Mother, are doing a great deal to popularize foxes. Queen Elizabeth wears white fox, platinum fox and pearl platinum fox and in the latest Women's Wear Daily is a picture of the Queen Mother wearing the following: "Queen Mother arrives in grey satin for her American tour wearing a platinum fox stole and accessories of shades of grey."

Sam Gottesfeld, writing in Women's Wear Daily, states that Europeans took on more American ranch raised mink during the last auction season than at any time in history and trade sources expect foreign interest to continue strongly in 1954-55. It is estimated that Europe and South America took about 15 per cent of the standard and mutation crop of the United States last season. In addition Europe purchased a very large share of the American wild mink crop. Fairchild's research

Sponsored EMBA mink sales will consist of a minimum of 10,000 pelts, "average or better" quality, same as accepted for last season's initial EMBA mink auctions in Canada. With the sponsored sales of "Canada Mink" dark ranch pelts, an entirely new venture for Canada, a minimum quantity of 7,500 skins per sale has been set, to consist of "good average quality or better." In both instances, only C.M.B. members pelts are acceptable in sponsored sales. The term "Canada mink" as forecast at the annual meeting in Charlottetown, P. E. I., in August, has been adopted as the house name, as it were, for dark ranch skins. A trademarked name, however, also is to be adopted to identify quality pelts through all marketing phases, as with EMBA mink pelts. Woven labels for use in garments will be attached to all accepted dark mink burlies, and also as with EMBA mutations, the pelts will be stamped.

Next week's the week of the 24th annual live fox show and 7th annual live mink show. They will be shown in the fox pavilion at the Provincial Exhibition grounds, Monday, Nov. 8, receiving foxes until 11.00 A. M. Judging of foxes commences at 12.30 P. M. Tuesday, Nov. 9, judging of foxes commences 9.00 A. M., and continues throughout the day. Mink receiving Wednesday, Nov. 10, judging mink until completed. Parvin Cass will be judge of the foxes and Andy Stewart of the Hudson's Bay Company will judge the mink. The president of the Association is Lowell W. Hancock and the secretary, W. R. Shaw.

POTATO GROWERS

Mr. MacDonald states that he must have control of the TOTAL P. E. I. crop in order for his scheme to work.

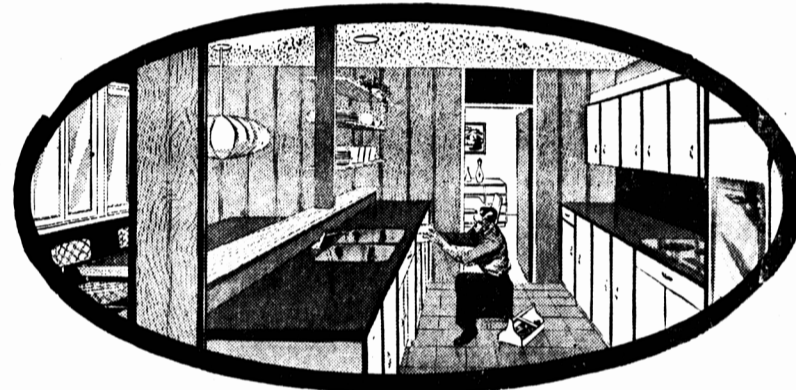
Why is this necessary?

Because, on an equal basis, he could not compete with the dealers' prices?

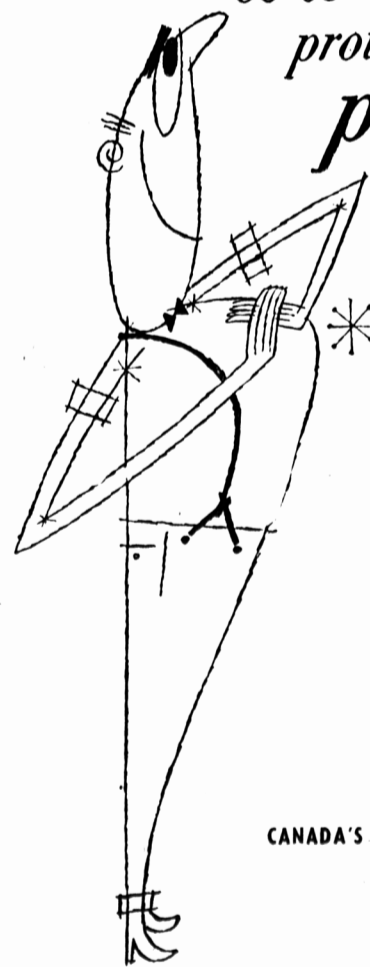
This was the case with the P. E. I. Potato Growers Association when they operated a pool with 85% - 95% of the Island's seed.

They lost out because dealers with smaller volume were able to pay the grower more. They did not prosper until their business was brought down to a level that one office could handle with efficiency.

P. E. I. POTATO & TURNIP DEALERS ASSOCIATION



you'll be so proud!
proud!



remodelling with Sylvaply can make a wonderful change. It's easier than ever to have the smart, modern kitchen you've wanted for so long. Cupboards, counters, drawers and shelves can all be made with rigid self-framing Sylvaply, made to fit your present space just the way you've always planned it. You can have the warmth and beauty of wood walls too, with Sylvaply or one of the low-cost Sylvaply decorative plywood. Easy-to-saw, easy-to-nail, easy-to-paint, the smooth-sanded Sylvaply panels are a real buy, whether you are doing the work yourself or having it done for you. See your local lumber dealer, he'll estimate the cost of materials or recommend a reliable contractor. Many lumber dealers will show you how you can have that new kitchen now and pay for it on easy budget terms. You can work wonders with low-cost remodelling, start with a bright new kitchen to add real value to your home, do-it-yourself or have-it-done you'll save either way with Sylvaply.

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Bringing Home The Bacon



Joseph Lengauer's 300-pound pig gave birth to a record litter of 21 pigs on his Seeshaupt, Germany, farm. Two were not strong enough to survive the first critical weeks, and two others died under their mother's weight.

TIP OF THE WEEK
FROM YOUR MASTER DEALER

L. J. ROSSITER
GRAFTON ST. EAST CHARLOTTETOWN P.E.I.

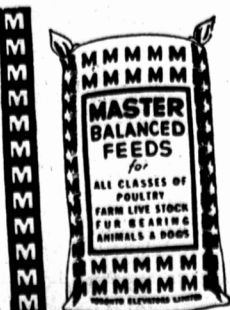
TIP NO. 14

When changing from Pig Starter to Pig Grower or any change in feeds - change gradually.

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

IVAN KERRY
Dial 5455

60 Green St. - Ch'town



FEEDERS WHO KEEP RECORDS USE MASTER

As a result of a life spent in business in P. E. I. and in marketing potatoes along with other business responsibilities we opposed the Compulsory Pool with one-man control because we feel that the net returns would be less than the open market would give, and based our thoughts on the following facts—

- P. E. I. produced nine million bushels, North America four hundred million bushels of potatoes and as our potatoes are sold in competition with all other eastern potatoes, one area cannot influence the market either way by establishing an automatic selling Agency, and any firm who tries to will go bankrupt.
- Our customers buy P. E. I. potatoes because of quality, service and price and the scheme is so drawn up as to lower the service, to market minimum quality, and to demand top prices. This scheme will divert the customers to other areas first and they will only come here when they have to or to receive bargain prices.
- From 1924 to 1934 the Potato Growers Association conducted the Pool system for Marketing Seed potatoes and at the start they had ninety-five percent of the Island Seed in the Pools. What happened? — Too many potatoes over one desk depressed the price. The independent price was so much higher that the Association abandoned the Pool system and came down from handling ninety-five percent of the Seed to fifteen per cent, and then were unable to render fair service to their members.
- Take away personal contact—goodwill and past service and substitute, as the scheme does, an impersonal one desk between the trade at this end and the prospective customer at the other end and our customers will turn elsewhere as any customer will do large or small in purchasing any quantity.
- Financing such a scheme is a big problem and the Board or the Pool is in no position to make prompt payments and can only pay advances as funds come in, and settle when all is moved and paid for. In other words, the plan can only be financed by the returns from the farmers' own potatoes.
- As individuals, we are not conceited enough to believe that after thirty to forty years experience in marketing potatoes that we are competent singly or as a team to undertake to handle with any measure of success the marketing of the P. E. I. potato crop. Ten million dollar business in a perishable product, like potatoes, is really big business, and any errors in judgment will reflect drastically on the net return of a Pool.
- With only the P. E. I. potato crop withdrawn from the free market, we cannot help but end up in the position—that all other areas will get the advantage of the goodwill and patronage of the purchasers.
- Remember two years ago when the attempt was made to influence the market by issuing orders as to the price to be paid to the growers here. The attempt proved to be disastrous for those who paid attention to Mr. MacDonald's orders. The Market steadily declined in spite of the Board's ideas that by withholding, the market would meet their ideas.
- The proposed automatic one-deck selling plan may sound fine but is so wrong in the principle of merchandizing that it can only end up in all the farmers recovering lower returns and as it is so arranged that there is no other buyer, the farmer will never know his loss.

Think carefully before you mark your ballot, and be sure to vote! Freedom once lost is not easily regained.

Signed,
G. ELLIOTT FULL,
Hunter River
L. H. POOLE,
Montague
P. J. KENNEDY,
Kensington.