



EDSEL IS ON DISPLAY

North America's newest automobile—the Edsel—will be on display in dealer showrooms throughout Canada on September 11. Ford of Canada announced yesterday. The Edsel will be available in 17 models in four series—the lower priced Ranger and Pacer and higher priced Corsair and Citation. The distinctive appearance of this new line of cars, which makes

them clearly identifiable from front, rear and side, is evident in these photos of the Citation hardtop and convertible (top) and Corsair four-door hardtop.

## AGRICULTURAL NEWS

P.E.I. Department of Agriculture

**EGMONT BAY — MONT CARMEL**  
Today, September 11 the Egmont Bay and Mont Carmel Exhibition is being held at Abram's Village. This is a truly local exhibition being open to all householders and members of their families in lots 13, 14, 15, 16 and the Western Section of lot 17. An opportunity is presented to see what co-operation amongst individuals in any community can produce.  
The seventy-two page prize list contains the various classes and sections for cattle, horses, sheep, veal, poultry, grain, roots and vegetables, ladies' work domestic Science bottled fruits, meats, fish, and vegetables pulling con-

test for horses, milking contest, judging competition, showman's competition and other features.  
A general committee of management are: Honorary President — Rev. J. N. Polier; Honorary Vice President — Rev. J. F. Buote; President — Sylvère J. P. Arseneault; Vice-President — Tilmon B. Gallant; Second Vice-President — Antonin J. N. Gallant; Secretary-Treasurer — C. M. Arseneault; Auditor — A. J. Gallant.

**DUNDAS**  
The Prince Edward Island Plowing Match and Dundas Agricultural Fair beginning today will continue tomorrow, Thursday. Many classes and competitions are being held at this fast growing Agricultural Fair. The entries this year are

## COMING EVENTS

Unloading Old Sydney Coal at Milton today. Vernon Gillespie.  
Junior Farmers meeting New Glasgow Hall, tonight.  
Dance Wood Island's West School, September 12th.  
Barn dance Garfield McPhee's Brookfield, Wednesday, Burns Orchestra.  
Barn Dance at Wilfred Fogarty's, Seven Mile Road, every Wednesday. Websters Orchestra.  
Dance every Thursday night, Cardigan Legion Hall. Websters Orchestra.  
Booking orders for bran \$2.05 oil cake \$4.00 off car lots. Central Farmers Co-op.  
Final dance in Dixon's Barn, Friday, Sept. 13. Websters Orchestra.  
Kings County L.O.L. annual church service and parade Bay Fortune, Sept. 15th at 3 p.m.

Orangemen to meet at the church at 2.30. Visiting Brethren invited to attend. Claude MacKenzie, Secretary.

Dance at West Royalty Hall every Wednesday night. Rollie MacKenzie's Orchestra. 9:30 to 12:30.  
Barn Dance Thursday night, Jay Edward's, New Glasgow. Rollie MacKenzie's Orchestra. Last dance of the season.

New Haven W.I. Turkey Supper tomorrow, Sept. 12th. Supper served from 5 o'clock to 9 o'clock.

Public speaking competition. New Glasgow Hall, Friday night Sept. 13, at 8.30 p.m. Queen's County finals. Everyone welcome.

Ellis Bros. Hunter River: car mixed feed, 16 percent dairy ration \$3.20; laying mash and pig feeds, special price at car Thursday and Friday.

Dance Millview Hall every Friday night.  
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**REGULAR THURSDAY** night dance at the Canadian Legion Home, Kensington. Music by the Mellowaires. Dancing from 9:30 to 12:30. Admission 50 cents.  
Barn dance Garfield MacPhee's, Wednesday Burns' Orchestra.  
Barn dance every Thursday night at Raymond Doucette's, Oyster Bed Ground. Good music.  
Provincial plowing match and fair, at Dundas, September 11th and 12th. Two full days of competition and entertainment for the whole family. Prize list on application. Albert Acorn, Secretary, Cardigan R.R.S.

champion and the provincial table stock champion will be declared. Don't forget prize lists can be obtained by writing to the Department of Agriculture, Box 2000, Charlottetown. All completed entries forms must be received by the Department postmarked not later than midnight, September 17.

**POTATO CONFERENCE**  
Prince Edward Island's Potato Industry will be represented by a delegation of nineteen men at Canada's First Annual Potato Industry Council Meeting held recently at Guelph, Ontario.

S. C. Wright, Deputy Minister of Agriculture stated that the purpose of the conference was to review and analyze what action should be taken to improve the Potato Industry. The programme consisted of papers and discussions on many different subjects delivered by some of the leading authorities on the subjects in North America.

Men from all phases of the industry — growers, dealers, brokers, research men and others worked together for better understanding and future advancement in the industry. The P.E.I. delegation headed by Hon. Eugene Cullen, Minister of Agriculture, included S. C. Wright, H. K. MacLaren, E. B. Ellis, Ken MacLean, D. A. MacDonald, J. J. MacDonald, Elicric Campbell, Frank Jardine, Kenneth MacNeil, R. L. Burge, S. MacAulay, Harold Rodd, P. L. Morris L. C. Callbeck, Gordon Warren, Morris Caseley, Bernard-Shea, and Thane Ellis.

**QUALITY PROGRAM**  
Here is a 10-point program which lists some ways in which the allied industry man can help promote quality poultry and eggs:

1. If you operate a hatchery, make sure the breeding stock you reproduce comes from breeders who are stressing quality in their breeding programs.  
2. Work with your hatching egg producers to get them to produce the best possible hatching eggs — eggs which will hatch into strong, healthy chicks.

3. Make sure your incubators operate at peak performance to produce strong chicks which, given proper care, will develop into healthy birds.  
4. Handle top-quality feeds and supplies which will produce quality poultry and eggs.

5. Work out an educational program to get across to your customers the importance of producing high quality products and how to do it.  
6. Work with other interested parties in your areas to develop market outlets which recognize and pay a premium for quality products. This is very important, as a financial incentive is almost a necessity to get producers to do the extra work involved in producing and maintaining high quality.

7. Work through local poultry organizations or independently, with retailers of poultry and egg to get them to feature qual-

ity products. Reach them now to handle poultry and eggs to maintain their quality.  
8. Make a special effort to get all of the poultry interests in your area united behind an organized, all-out drive to improve the quality of poultry and eggs produced, processed and sold in your particular area.

9. Set up displays in your store and other locations where farmers will see them, stressing the importance of quality, how to produce quality poultry and eggs and benefits resulting from doing so.

10. Enlist the support of your county agricultural and home demonstration agents, extension poultrymen, bankers and others who will benefit from expanded poultry business in the area to help put over the quality program.

New York farmers indicate that it costs approximately \$1.35 per hour to operate a three-plow tractor and 95 cents per hour for a two-plow tractor. (That does not include the time of the operator.)

Depreciation was the largest cost in tractor operator. Fuel was second highest, with repairs next.  
The study concluded that a farmer should keep the size of his tractors at the minimum needed to do the work on his farm. However, the extra power of large tractors in some cases is a valuable factor in getting the job done without delay, and without straining the tractor to the extent of causing excessive repairs and cost.

are the source of constant worry to both the farmer and Breeding Units, although there has been much work done towards the solving of these problems during the last 10 years, there is still much to learn before we have even scratched the surface. No matter how far science develops in the solving of things which cause sterility, either of the infectious type or otherwise, no advance can be made without the farmer doing all in his power through better management to increase the fertility of his herd.

**Don't breed Too Soon after Calving** — There are many things which the farmer may do which will raise the conception rate in his herd quite noticeably. The first thing and one of the most important is — do not breed a cow until she has been fresh at least 60 days. The uterus of a cow in the normal state is small enough to hold in one's hand but during gestation, it stretches to an enormous size, big enough to hold a calf weighing 12 pounds. The cotyledonary attachments or "buttons" also grow from very small elevations to organs the size of an egg or larger! This organ must be given time to regain its normal size and tonicity before rebreeding.

Time must also be given so that the exudates which have accumulated in the uterus during parturition may be absorbed or expelled. If the female is allowed to have at least two normal heat periods before she is rebred, it will greatly help in allowing the uterus to expell any fluids which are present. A cow was meant to have one calf a year and if she is bred under the 60-day period she is being forced beyond her capacity.

**RECORD**  
Keep Careful Records — Be sure to keep careful records of the freshening dates of all cows. Also mark down any abnormality which might have happened during calving; e.g. retained placenta — a difficult parturition — or a purulent discharge which seems to persist for some time. By keeping this data, the person would not be as prone to breed a cow as soon as he might if he relied on his memory for such facts. These records will also help a great deal if the cow does not settle and a veterinarian's services are required to treat her. It is quite a hopeless task trying to treat an animal if the owner cannot give you any history whatsoever on her.

Carefully mark down the dates of heat periods following calving.

**BREEDING PROBLEMS**

The following article appeared in one of the Breed Journals a few years ago, it may answer some questions regarding the Breeding program on your farm.

To be successful in the animal industry, dairy or beef, the most important aspect is getting the cows with calf. Without calves you have neither herd replacement nor income from milk or beef.

Sterility problems in dairy cat-

ing are the source of constant worry to both the farmer and Breeding Units, although there has been much work done towards the solving of these problems during the last 10 years, there is still much to learn before we have even scratched the surface. No matter how far science develops in the solving of things which cause sterility, either of the infectious type or otherwise, no advance can be made without the farmer doing all in his power through better management to increase the fertility of his herd.

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## MEETING

The Provincial annual meeting of Potato Producers Association of P.E.I. will be held at Birch Court Friday, Sept. 13 at 8:15 p.m. Special speakers. All those interested in potato industry are welcome.

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## MR. FARMER

ARE YOU TROUBLED WITH  
**COUCH-GRASS?**

CONTROL IT WITH

**"DOWPON"**

FOR INFORMATION, CONTACT:

**ISLAND FERTILIZERS INC.**

CHARLOTTETOWN.

Continued on page 5

Ford of Canada Proudly Introduces

# the EDSEL

Newest Member of the Ford Family of Fine Cars

## A message to Canadians



This message is addressed to you on behalf of the almost 15,000 men and women of Ford Motor Company of Canada, Limited, who share my pride and pleasure in announcing the formal introduction of a new member of the Ford Family of Fine Cars . . . the EDSEL.

Years of painstaking research . . . years of planning, styling, engineering and testing . . . reach their long-awaited climax Wednesday, September 11, when the Canadian-built EDSEL goes on public display in the showrooms of Ford-Edseldealers from coast to coast.

These are the dealers who have proudly displayed the Ford-Monarch sign in the past, and who now become our Ford-Edsel sales and service representatives in more than 600 Canadian communities. They cordially invite you to visit their showrooms to inspect the EDSEL, and to test-drive it to prove to your own satisfaction the effortless performance, the smooth and quiet ride, and the fine workmanship of a truly great automobile.

The EDSEL is a new and different car in every sense . . . a car that was designed with you in mind from the moment the first pencil sketch began to take shape on the drawing board.

The EDSEL is distinctive in appearance, but not radical . . . a car with graceful styling, discreet appointments, and a host of advanced features. The emphasis is upon taste, distinction, and superlative quality.

We are sure you will be impressed by EDSEL features devised for your driving comfort, convenience and safety. There is the Teletouch Drive, which

allows you to select your driving range simply by a feather-light touch on electrically-operated buttons mounted at the centre of the steering wheel. Ventilation and heat are controlled by a single dial. The speedometer flashes a warning light when the car exceeds a pre-set speed. An entirely new, self-adjusting braking system ensures safe, smooth stops. These are only a few of the unique features available in the new EDSEL line.

In company with the entire Ford passenger car range, the seventeen models and four series of EDSEL—Ranger, Pacer, Corsair, and Citation—provide such a wide and outstanding variety of cars in the line-up of our Ford-Edsel dealers that we will discontinue the Monarch name with the completion of current model production. Monarch has earned and deserved an honored place on the highways of Canada over the past eleven years. While the car itself is being succeeded by EDSEL, the name and reputation of Monarch will live on for many years, and owners are assured of service and replacement parts for their Monarchs as long as may be necessary.

The addition of the four series of EDSEL to The Ford Family of Fine Cars provides our company and our dealer organization with new and wider opportunities to serve the Canadian motoring public . . . and service to you is our constant objective.

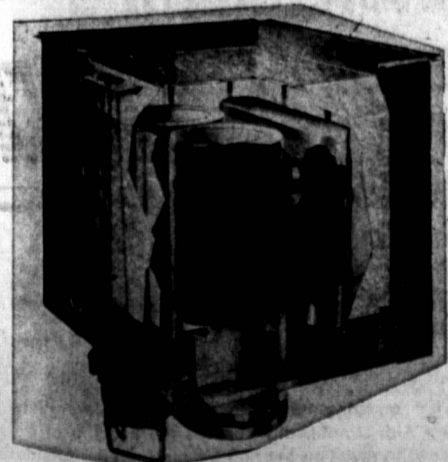
*Chas. M. Sale*  
RHYS M. SALE  
PRESIDENT

FORD MOTOR COMPANY OF CANADA, LIMITED

## DO YOU SHIVER IN YOUR HOME ON COLD WINTER NIGHTS?

IF SO FIRESTONE HOME & AUTO HAVE THE ANSWER TO YOUR PROBLEM. ITS THE COMPLETELY NEW DELUXE "SUPER FLAME TWIN BURNER" FUEL SAVER OIL FLOOR FURNACE.

● EASILY INSTALLED ● NO COSTLY REMODELLING ● NO AIR DUCTS NEEDED ● FITS UNDER FLOOR, OUT OF SIGHT ● NO BASEMENT NEEDED.



HEATS UP TO 8 ROOMS

SPECIFICATIONS OF MODEL F99T SUPERFLAME FLOOR FURNACE

Heat output per hour—60,000 BTU—Oversize 21" Fuel Saver—Draft Requires—.04—Length and width—34" x 28"—Equipped with Automatic Draft Regulator—Two Thermo-Safety Controls—Approved by Underwriters Laboratories.

## Firestone Home And Auto Co. Ltd.

187 Great George Street

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WE TAKE WOOD, COAL OR OIL HEATERS IN TRADE

**TWIN BURNERS — USE ONE WHEN IT'S MILD — TWO WHEN IT'S COLD.**

The ONLY Floor Furnace with TWO super-efficient combustion chambers, like "two furnaces in one"! Allows you to regulate heat AS NEVER BEFORE! Twin combustion chambers mean GREATER radiating surface, GREATER circulation of heat and more dependable comfort, IN ALL KINDS OF WEATHER.

**CHECK THESE FEATURES — — —**

- Heats entire house for 1/3 less!
- Greater safety—two thermo-safety bulbs (instead of one) automatically stop fuel supply should furnace become over-heated, for any reason whatsoever.
- No dust—no ashes—no work—no fires to build.
- Available with either heavy-duty sag-proof floor register or dual wall registers.