

KING COLE TEA
Dependable Quality

DEBATE
AT
Central Bedeque Hall
TUESDAY, MAY 6,
between
Sherbrooke Calf Club
and
Bedeque Junior Farmers
Program will commence at
3 P. M. and films will be
shown before the debate.

FOR SALE
One registered Guernsey
cow, to freshen May 7th; one
2-year-old registered heifer,
to freshen Aug. 27th; one
1-year-old registered heifer;
also one six-year-old blood
mare.

KEIR CAMPBELL,
Alberton.

FARM FOR SALE
On Charlottetown-Summerside
highway, 135 acres land,
125 clear. Modern home,
bath, electric lights. Priced
for immediate sale, \$3000
down, balance can be finan-
ced.

Apply law office
W. CHESTERS, MacDONALD
Summerside

"SHARE THE FUN"
O'LEARY HALL
Thursday May 8th At 8.00 P.M.
In aid of Crippled Children Fund and other charities.
Sponsored by the Masons of O'Leary.
Valuable prizes and consolation prizes for contestants.

Extra Good Values
In Men's and Boys'
SPRING SHOES
New Styles in Good Looking
Comfortable Lasts



Extra Good Value in Men's and Boys'
Footwear . . . Made of Box Kip or Elk
Leathers . . . Various Styles including
Blucher Cut, Gillie Ties, Monk Strap,
Brogue and Moccasin Vamp . . . Leather,
Rubber or Crepe Soles . . . Full
fitting lasts in light, medium or heavy
weights. Colors black, brown, cherry
and burgundy.

THRIFTLY PRICED AT .

Men's Sizes	5.95	6.95	7.95
6 to 11. Pair . .			
Boys' Sizes	4.75	5.50	6.50
1 to 5. Pair . . .			

HOLMAN'S
"Where Old Friends Meet"

AUCTION SALE

AT KENSINGTON
TUESDAY, MAY 6th
Beginning at 1 P.M.

Having sold my farm, I will sell
on the premises on the above date
my complete farm equipment con-
sisting of 5 milch cows, 2 heifers,
2 years old; 4 yearlings, brood sow
with litter; 65 laying hens.

Machinery. Binder mower, hay
rake, sectional seeder, lever harrow,
smoothing harrow, potato scuffer,
horse hoe, wood sleigh, bob sleigh,
driving sleigh (new), road wagon,
farm wagon, dump cart, gas engine
I. H. C. cream separator, set scales,
fanners, 100 used bags, grinding
stone, sleigh robe, a quantity
planks, hay, straw and oats, churn,
milk cans and pails.

Furniture. Dining room table
and chairs, several occasional
chairs, settee and chairs, bed
springs, mattress, dressers and
comodes, room stove and a large
quantity of articles not listed.

TERMS CASH

If day unfit, sale on next day.

BRUCE PAYNTER

HUGH F. MORRISON,
Auctioneer.

SHERIFF'S SALE

By virtue of a writ of Fi. Fa.
execution to me directed issued
out of Her Majesty's Supreme
Court of Prince Edward Island at
the suit of Gerrard Bernard
against Robert John Gilmore I
have taken and seized one 1940
Dodge sedan, 1951 licence num-
ber A6643, Ontario, serial number
9670611, and I do hereby give pub-
lic notice that I will on the 3rd
day of May, A. D., 1952, at the
hour of 1:30 o'clock in the after-
noon at the Court House, in
Summerside, in Prince County,
set up and sell the said Dodge
Sedan to satisfy whole or in part
the letter marked on the execu-
tion being the sum of \$1761.65 and
interest on \$1755.15 at 5 per-cent
from the 18th day of April A. D.
1952, besides Sheriff's poundage,
officers fees, and all other ex-
penses of the execution.

Signed
D. O. Stewart J. Hubert Hall,
Plaintiff's Sheriff of
Attorney Prince County

NEED FOR

Continued from page 1.

production in the year 1952. As a
matter of fact the increase since
the first of the year is 7%. In this
connection, however, it is inter-
esting to note that from year to
year, irrespective of conditions,
there has been very little of a
percentage rise or fall in produc-
tion in Canada.

Consumption Figures

"In 1938 17.79% of our total
production went into fluid milk
sales. This increased to 25.9%
in 1951. Consumption on farms
remained about stationary. Butter
consumption in 1938 was 55.26%
and in 1951 had decreased to
43.50%. Cheese in the same period
decreased from 8.89% to 5.89%.
Concentrated products went up
from 1.93% to 5.20%, while ice
cream increased from .86% to
2.80%. The trend has been away
from butter and cheese into fluid
milk, ice cream, and concentrated
products.

"The future of Canada will un-
doubtedly be associated with in-
dustrial expansion and the trend
will, in all probability, be more
distinctly away from butter and
cheese. The following figures in-
dicate the per capita consump-
tion:

Milk per day—1938	.88 pints
1951	.89 "
Creamery Butter—1938	22.6 lbs.
1951	19.3 "
Cheese—	
1938	4.8 "
1951	6.2 "
Evaporated Milk—	1951
1938	17.2 "
Dry Skim Milk—	1938
1938	2.3 "
1951	3.6 "
Ice Cream—	1938
1938	5.8 pints
1951	14.7 "

"What are some of the influen-
ces at work affecting the dairy in-
dustry?" asked Mr. Shaw. "Well,
there is margarine and allied pro-
ducts. These materials are with
us, and it is useless to argue very
much against them. We have to
live with them, and that means
we have to improve our tech-
niques and our quality to com-
pete with them. We are faced

BURGESS BEDTIME

Continued from page 10

was big, for it was to be a compost
pit, but as yet it wasn't very deep.
However, it was too deep for Old
Mr. Toad to hop out of as he had
hopped in. It was even too deep for
Jimmy Skunk to take the chance
that he wouldn't be able to get out
again should he jump down in
there to catch Mr. Toad. He wasn't
hungry enough to take that chance.
Blacky turned his head and spied
Reddy Fox. He flapped his way up
in the air again all the time caw-
ing. "Fox! Fox! Fox!" There is
nothing Blacky takes greater de-
light in than warning other folks
that Reddy is about. Many a din-
ner has Reddy missed because of
the warning the black rascal has
given. Those Reddy was hunting.
On the other hand, more than once
Blacky has saved Reddy's life by
warning him of hunters with ter-
rible guns and where they were
hiding. In a way Reddy and Blacky
are what may be called friendly
enemies.

Reddy looked up at Blacky and
grinned. He knew now, or thought
he did, that someone was in that
hole. Were it not so, Blacky
wouldn't be making such a fuss. He
trotted straight to the edge of the
hole and looked in. He blinked and
looked again. He saw no one. He
saw only an empty hole.
"Caw! Caw! Caw!" shrieked
Blacky. Did he chuckle? Reddy
wasn't sure.

with oils that enter largely into
margarine production that are
cheap and are getting cheaper.
There are a large number of other
products that are being substitut-
ed for dairy products today, and
I feel that in the immediate fu-
ture there will be still more of
these products competing with
dairy products.

Heavy Importations

"During the year large quanti-
ties of butter and cheese were im-
ported into Canada. 17 million
pounds of butter came in. True,
it was controlled, and was desig-
ned to take care of a shortage, and
to prevent prices from getting out
of control as happened the previ-
ous year. What the future in this
respect may be it is difficult to
state. Cheaper production in New
Zealand and butter selling there
at 38 1/2c per pound f.o.b. would
not look good to Canadian dairy-
men if this trade developed.

"14 million pounds of cheese
also came into Canada, and it
seems rather strange when we are
desperately trying to sell cheese
to Britain that these importations
should have been made. A lot of
it, it is true, goes into processed
cheese. Nevertheless there is a
shadow in these importations of a
competition that could present
serious difficulties.

"Fluid milk there is a good
deal of interest today being placed
on the solids, not fat content, of
milk. This is a direct sweep away
from normal conceptions of milk
values. In Montreal and Toronto
milk and mixtures of 2%
milk are being sold at prices
somewhat lower than whole milk
levels. It is interesting to note,
too, that powdered milk and pow-
dered skim milk, available in cans
in the stores, are becoming quite
popular. The trend in this direc-
tion will undoubtedly bring about
a substantial development in pre-
pared milks, and a cash and carry
system in deliveries that might
revolutionize the whole system of
fluid milk distribution.

"Many housewives are today
purchasing a quart of whole milk
and a can of so-called powdered
or other processed variety, doing
their home mixing. All these fac-
tors indicate that the dairy indus-
try is faced with many complicat-
ed problems.

Old Methods Unsuitd

"The solution of these problems
is in the hands of the average
dairyman of the Province and de-
velopment must be initiated to
take care of the situation. I be-
lieve it is necessary to reorganize
old methods and a static pro-
gram will not meet modern
conditions. The demands today
are entirely different to that of
yesterday, and the demands of
tomorrow will be different from
those of today.

"At the present moment there is
a movement on foot to reorganize
our dairy industry. There is a
feeling, at least in some circles,
that our present plants are not
large enough and their volume,
their equipment, and personnel, is
adequate to meet either the
needs or the competition of the
time.

"Our plants, up to the present
time, are small plants. It is true
that they gave an excellent ac-
count of themselves in the years
in which they were built, and
some of these small plants are
still doing an excellent job. What
they can continue to meet the
competition of the larger
plant with a smaller percentage
of overhead and complete modern
equipment which permits the
large plant to manufacture butter,
cheese, ice cream, buttermilk, re-
duced milk and every variety of
dairy product, would seem not to
be a hard question to answer in
view of present demand trends.

"Perhaps we might look into the
past a bit and find that in 1950
we had over forty butter and
cheese factories in Prince Edward
Island. These were the days of
the horse and wagon, and small
plants met the needs of the time.
In 1925 these had been reduced
to thirty-five plants. In 1935 we
had thirty, and in 1951 we had
twenty-one cheese and butter
factories.

"In the earlier years practically
the whole dairy industry was con-
trolled on a semi-cooperative bas-
is. Today only 50% of the indus-
try is so controlled. That poses a
question, and possibly you can
give the answer. The same situ-
ation was evident to those of us
who visited Sweden and some of
the European countries two years
ago. They found there that the
small plant with interplant com-
petition which lacked centraliza-
tion was not giving the service.
Now the whole system has been
changed to a completely control-
led centralized service.

"Possibly something somewhat
similar to this system would be
desirable in this Province. The
same principle of larger units is
being developed in other Prov-
inces of Canada and are found to
be working with satisfaction. Re-
organization, however, is a matter
for our dairy producers, but what-
ever is done I feel that there is
one very definite necessity, and
that is for improved facilities and
techniques in manufacture that
will take full advantage whether
in these factories or creameries,
of every cent's worth of product
that is going through these plants,
and a manufacture that is on a
high basis of quality and effi-
ciency.

"The reason many of our small
concerns were forced out of busi-
ness was due to the fact that they

were trying to meet changing
conditions with the practices and
equipment that applied in the
"horse and buggy" days. As long
as that attitude is prevalent in
any concern, dairy or otherwise,
there can only be one result, and
that is final collapse of the pro-
duct. Competition today is too
keen to expect any other result.

Processed Cheese

"Processed cheese is a very com-
mon product on the market at the
present moment and is enjoying a
measure of popularity that has
rather overshadowed our popular
Cheddar cheese. During the past
winter the Department of Agri-
culture directed and undertook the
manufacture of square cheese and
the packaging of this cheese in
one and two pound packages with
artistic covers and placed it on
the market. It was amazing the
popularity that was accorded the
product. Unfortunately, however,
there was not enough cheese to
go round. No doubt some of our
cheese factories will be entering
this field and manufacturing
square cheese for packaging pur-
poses.

"I would like to say to our
cheese men that it is useless to go
into the production of any type of
cheese unless arrangements are
made to carry sufficient of the
product over the twelve
months to keep the market sup-
plied at all times. Prince Edward
Island Cheddar of No. 1 grade is
a popular variety, but we cannot
be 'in' with a product for a month
or two, and 'out' for the other ten
months. Consequently our cheese
men must see to it that financial
arrangements are made that will
take care of the carrying charges
on cheese over the whole season.

"One of the weaknesses of our
dairy operation is involved in our
neglect to build up our resources
from the well of our products that
will be sufficient to not only take
care of any expansion that may
be involved, but also the construc-
tive marketing of either butter or
cheese during the whole year.
Personally I feel that a levy
should be placed by each dairy
concern on every pound of material
going out of a creamery or
factory, said levy to be placed in
a reserve fund to take care of any
extension or programme that may
be deemed advisable by each
Board of Directors.

"The quality of our product and
the marketing of our product de-
serves careful consideration. There
is still price cutting evident in
our industry and centralized con-
trol in marketing could mean im-
proved finances for the industry.
The problem of quality is of very
vital importance and in this re-
spect I would appeal to the pro-
ducers of cans in Prince Edward
Island to check over very care-
fully this year his cows, his equip-
ment, and his method of hand-
ling.

Improved Service

"We expect to initiate an im-
proved service in dairy production
and manufacture in 1952. We are
arranging for a more up-to-date
system of inspection of cream and
milk coming into factories and
creameries. It may be necessary
to turn some of the product back
home if it is found to be unde-
sirable. One sample of milk or cream
may injure a whole make and
consequently the quality of the
finished product. Our aim is at
all possible, will visit individual
farms, not with the idea of arbi-
trarily ordering any farmer to do
so and so, but rather to discuss in
a friendly way methods that may
be employed to improve the pro-
duct.

"There are a few suggestions that
emanate from our Dairy Superin-
tendent and his assistant:
"See that your cows are health-
y, the water pure. Discard milk
that is lumpy or salty. Be sure
that your cattle have clean barns,
and that your utensils, your hands,
and your clothing, are all clean
and sanitary; that your milking
machine, your pails, and your
cream separator are properly
washed, scalded, and cleaned. Re-
move the milk from the barn as
soon as you milk. See that you
have plenty of boiling water, and
that your cans are properly steril-
ized. These should also be free
from cracks or crevices or rust.
Cool the milk quickly, and do not
mix warm and cold milk. Keep
the milk or cream at a tempera-
ture of between 40 and 50 degrees
until shipped. Eliminate all odors.
See that the covers of the cans
are clean. Protect cans of milk or
cream from the direct rays of the
sun at the roadside. The milk
when it comes from the cow is
clean and wholesome. Contamina-
tion is caused by sloppy methods
until shipped. Sanitation appli-
es on the farm with the truck-
er and in the factory or creamery.
All must be on the most up-to-
date, clean, and sanitary level.
Stagnant water in pastures, stag-
nant water or trash conditions
around the factory, can all com-
plicate quality manufacturing.

"In the manufacturing room
walls, ceilings, and floors, should
be in good condition and well
painted. No collection of dust or
trash should be evident. The room
should be insect and rodent proof,
with windows and doors screened,
and well ventilated; the drains in
good condition and free from odor.
A daily scrubbing with a strong
washing soda solution and rinsing
should be undertaken. Equipment
must all be sanitary; the con-
struction up-to-date. Carelessness
with the slightest extent can mean
moulds and yeast. Throughout

the whole manufacturing plant
the utmost care must be preserv-
ed.

"Contact, as intimated, will be
made all along the line by offi-
cials of the Department of Agri-
culture during the present year. We
are asking for the fullest possible
cooperation, not only by the fac-
tory and creamery management,
but by every individual dairy pro-
ducer.

"Let me again emphasize the
fact that the dairy industry of
Canada is facing a crisis. Changes
are inevitable. Additional expen-
ditures and improvements are in-
evitable. New products, and a new
attack on problems of administra-
tion and manufacture, are defini-
tely required. The directors of
each dairy concern have a diffi-
cult task to perform in keeping
each concern in the forefront of
efficiency and quality production.
No doubt very distinct changes
may be suggested in factory man-
agement or creamery management,
and the producers will be asked
for support to bring about the
necessary changes.

"I would urge that the fullest
cooperation be practised from the
producer, through the dairy con-
cern, to the inspection and pro-
duction services of the various
Departments. If we work closely
together in formulating a policy
and developing new techniques
that the times require we can suc-
cessfully meet competition and
maintain our dairy industry on a
basis of strength and perman-
ency."

TORONTO STOCKS

Continued from page 13

5000 Norpik	7
4250 N C Oils	335
2000 N Denton	13
9100 Nor Exten	29
1233 Nubar	12
500 Onaska	18
1920 Orien	121
7500 Oil Select	13
3800 Okalta	450
6500 O'Leary	24 1-2
1000 Omnitrans	6
41475 Ont Pyrites	235
9900 Opemiska	197
1000 Onadana	9
500 Oskalo	88
2590 Pac Pete	13 1-4
3200 Pan West	95
1000 Paramaq	3 7-8
8400 Paymaster	67
1200 Peace Riv	750
4500 Penn-Cob	38
17350 Petrol	127
608 Pick Cr	175
445 Placer	42
2700 Ponder	240
1500 Porc Pen	4 1-2
2000 Pow Rouyn	100
100 Preston	140
5200 Punch Pete	165
4600 Que Cop	128
2100 Que Lab	29
200 Que Man	247
600 Queenston	47
380 Quemont	20 1-4
17100 Quesabe	14
1200 Ranwick	20
85700 Redpic	41
3600 Reef Pete	39
100 Reeves	420
1500 Reno	7
1100 Richfield	23
1700 Rix Athab	167
6500 Roche	10 1-2
6500 Roxana	30
1000 Roy Silv	21
975 Royale	18 3-4
8935 Rundie	33 3-4
2500 Rupununi	4
400 San Ant	240
2700 Sapphir	385
27500 Scurry	450
1800 Secur Free	245
2000 Selburn Wts	445
7800 Selburn Wts	140
19900 Senator	21
8780 Sherritt	430
12400 Silanco	45
10710 Sil Miller	164
15600 Sladen	49
1600 Spooner	49
3000 Starratt	45
2180 Steep Rock	700
7000 Sud Cont	15 1-2
900 Sullivan	300
1000 Surf Inlet	10
28900 Sweet Cross	142
525 Sylvanite	185
3000 Tack H	9
2125 Teck H	21
10000 Thom Lund	13
4500 Toburn	48
200 Torbit	180
5900 Tower Pete	46
950 Trans Emp	580
1600 Trans Res	60
11000 Trend Pete	66
8200 Triad Oil	310
1500 Tungsten	57
8859 Tungsten Rts	2
6500 U Mining	34
5400 U Asbestos	310
3600 Un Keno	11 1-2
4100 Un Lead	68
21100 Un Oils	235
2900 Upp Con	182
2000 Vn Rol	41
2631 Ventures	17 1-2
4000 Villbona	5 1-2

CAMEO THEATRE

KENSINGTON

Saturday Matinee 2:30; Evening
7:15 and 9:15. Hi Kids! Come to
the Matinee—see the funniest show
of all. Yes Sir! "FRANCIS" (the
talking Mule), with Donald O.
Connor, Ray Collins, Patricia Me-
dina. Also Serial and News.

500 Vulcan	77
13400 Waite Am	12
10800 West Ashley	68
5900 W Homstd	280
675 W Leaseholds	755
4525 Wilshire	190
4500 Wilsey	11 1-2
2000 Windward	39
1000 Winora	7
2725 Wr Harg	260
2300 Yale Lead	53
25100 Yan Canuck	35
800 Yk Bear	189
9420 Yukeno	108

CURE

1000 Dalhouse 40

177 Fend Ore	600
11000 Yukon Con	68
Total sales —	2,265,000 shares.

BANKS

200 Bank of NS	35 1-2
100 Bank of Tor	39
60 Can Bank of Com	24 1-2
165 Imp Bank	30
30 Royal Bank	27 1-4

INDUSTRIALS

50 Can Brew	16 7-8
510 Simp A	35 1-4
543 Simp B	34 1-2
285 Simp Pref.	96

PROFESSIONAL CARDS

W. E. CALLAGHAN
Physician & Surgeon
Office: 58 Summer Street
Hours
11.00 to 12.00 a. m.
2.00 to 5.00 p. m.
7.00 to 8.00 p. m.
Dial 2352

R. E. ELLIS
Fire — Auto — Casualty
INSURANCE
1 Summer St., Summerside
PHONE 2413

B. F. Hunter R. O.
Summerside, P. E. I.
Complete Visual Analyses
Glasses Fitted
PHONE 3116
SMALLMAN'S BUILDING
OPTOMETRIST

DR. J. A. DOIRON
DENTIST
Dental X-Rays
Small