



TOP JUNIOR JERSEY

"Jester Belleroyal Patson" was the first prize senior and the junior male champion at the Crappad Exhibition. Owned by Albert J. Boswell, Dunstaffnage he is sired by "River North Beacon Royal". The dam is River North Patsy, a jersey cow grading excellent with gold and silver medal and a ton of gold certificate.

AMONG THE FARMERS

Federation of Agriculture Newsletter

QUALITY PAYS

It is generally recognized that a quality article is in the long run a better investment than an inferior one. In many cases the buyer is often compelled to compromise between quality and price. However, so far as food is concerned the consumer usually demands good quality and reasonably priced as well. The farmer is being constantly asked to produce a quality article, quality includes such things as eye-appeal, attractive form size, freedom from injury, freedom from harmful bacteria and certainly wholesomeness as well.

Those people who are experienced in the promotion of quality production are generally aware that the most potent instrument in encouraging quality is price differential. So long as the farmer receives the same price for the inferior article he is no likely to produce a quality one which usually involves more time, trouble and expense. A large dairy organization in the West tried every means of education and promotion to encourage improvement in milk quality none proved to be satisfactory until price differential was instituted, almost immediately a marked improvement took place and when later the differential was increased a still further improvement took place.

ACCOMPLISHMENT

In this province hog production has been a striking example of what can be accomplished when the producer is paid on a quality basis and bonus for outstanding quality. With a program of this kind tied in with a breeding program the hog industry in Prince Edward Island has made marked progress.

In our cattle industry an altogether different situation exists.

INNOCENT

Endless toil and endless ages. All the gill of history's pages. All the knowledge of the sages. Go to find what children know.

Peace of mind without a worry. Joy in ceaseless quest and security. All but Nature in a hurry. All untainted children go.

Nothing touches, nought to mar. No shadow of a dusky bar. Any man would come from far To know what little children know.

Only they can find true joy In Nature, blessed without alloy. Every little girl and boy Loses this when'er they grow.

—Joan Douglas
Charlottetown.

COMING EVENTS

Dance, Bonshaw Hall, Friday.

Gordon Lodge Dance every Friday night. Good Music.

No dance Fortune Hall tonight.

Movie "Dear Ruth" Lot 65 Hall, Wednesday, Oct. 9th, 8:15.

C.W.L. bingo and dance at Lot 65, Hall, October 14.

Pears, plums for eating, canning, jam, cooking apples, honey green tomatoes. Howatt's Tryon.

No horse races at Hazelbrook. They will be held at Mt. Stewart Saturday, October 5th.

Pantry Sale at Simpsons-Sears on Kent St., October 4th, from 5:00 p.m. to 9:00 p.m. Sponsored by Hos Arista Junior Hi-Y.

Clearing Baler twine no. 1 Tip Top and International \$7 per bale. Custom \$6.00 per bale Ellis Bros, Central Royalty.

Chicken supper and Bazaar. Rollo Bay Hall, Tuesday, Oct. 8th Meals 5-9.

BAN LON CARDIGANS Pink, Beige and Light Blue and Red, sizes 14 to 20. The Gloria, 155 Gt. George St.

3 act - play, The Hermits House, Fortune Hall, Friday, Oct. 4th, 8:30 p.m. presented by Coyler Club. Admission 50 and 25 cents.

Horse races at Hazelbrook, Oct. 5th, cancelled. Horse Races Mt. Stewart track Saturday October 5th.

Reserve November 21st for Kings Daughters of the Trinity United Church, annual tea and bazaar.

barter deals and out-right giveaway. The renewal of the bill authorizes a cost of \$1.30 billion. This program brought the total of American farm exports during the past year to record high levels for a total of 4.7 billion. Cotton and wheat were the two largest items.

Among the countries from which foreign currency were accepted were India with \$360 million, Yugoslavia 222 million, Spain \$184 million, Brazil \$129 million, Japan \$150 million, Italy \$122 million. Since its inception this program has sold far products for foreign currency to the value of \$3 billion, has bartered \$870 million and provided in emergency relief for \$360 million and made-out-right donations of \$1 million. These figures indicate that the amount of business under this particular law can hardly fail to have had some impact on world trade and the economy of other countries.

RURAL COMMUNITY
On December 16 Farm Forum will consider the rural community. As a background for the discussion a good community is described as one in which young people want to live and this question is posed "What is needed to make this possible?" There will probably be few people who will disagree with the necessity of young people if communities are to be maintained. As years pass by people pass away and if they are not replaced with new blood the community becomes bankrupt in human resources.

There is probably no single answer in making the rural community attractive to young people, certainly a diet of all work and little or no play is not to do it. The machinery to organize community life is not one which can be purchased and unfortunately there are many communities in which there is little or no sense of community responsibility. Possibly the topic had best be left until December 16 when Farm Forum will attempt to collect on this important topic the ideas of rural people throughout Canada.

GUARANTEED LONGEVITY
The dairy industry guarantees that any person who drinks a quart of milk a day for 1,200 months will live to be a centenarian. Canadian citizens interested in education have been responsible for the development of a National Conference on Education to be held in Ottawa next February. The Canadian Federation of Agriculture is one of the sponsoring organizations and is represented by a number of farmers on the various committees which are responsible for planning the conference which is expected to attract over 700 persons.

MEETINGS
During the past week Federation of Agriculture, Dairymen's Association and Farm Forum all held meeting of their executives to consider current business. T Farm Forum executive at its meeting was joined by representatives of various groups and departments interested in Adult Education. New interest is apparent in Farm Forum and plans were laid for promotion of more and better Farm Forums in the province.

BIG INDUSTRY
British Columbia's valuable fishing industry dates from 1870 when salmon-canning started on the Fraser River.

Rochford Sq. Home And School

The September meeting of the Rochford Square Home and School Association was held in the School Auditorium Monday evening, September 30, at 8 o'clock.

After the opening prayer the President welcomed all present and expressed satisfaction at such a large attendance. The Principal, Mother St. Mary Charles, was called upon to introduce two new teachers—Sister St. Mary Isabel, Grade IX teacher and Sister St. Patricia Maria, Grades II and III. Mr. Reginald MacDonald, convener of the Membership Committee, gave a short pep talk on membership.

The minutes of the last meeting were read and accepted. Sample copies of weekly magazines which would provide good reading for the children were distributed and the Principal explained to the parents the great necessity of procuring them for their children.

The correspondence consisted of a letter from Mr. G.R. MacNutt, Provincial President of the Home and School Associations. This announced the semi-annual meeting of the Provincial Home and School Association to be held in Charlottetown, October 22, and to which each Home and School is asked to send five delegates.

On motions from the floor five delegates were named to attend the meeting at 2:00 p.m. and as many as possible were encouraged to attend the session at 8:00 p.m.

Mr. Parker was called upon to address the meeting. Mr. Parker referred to a very important meeting of the Canadian Conference on Education to be held in February in Ottawa and urged us to send a representative. One of the groups sponsoring this meeting is the National Home and School Association. He exhorted the parents to make a study of any material received and report on the discussions.

On September 19 our Executive and one of the members of our School Board attended the meeting with Mrs. Margaret Cowan at P.W. College. At this meeting many topics of vital interest to all parents and teachers were discussed. The President then called upon Mother St. Mary Charles, Mrs. Louis Doyle and Judge St. Clair Trainor to report on this meeting. Each gave a very interesting synopsis of the discussions.

Island Entry Was Runner-up In Maritime Plowing Meet

Prince Edward Island entries placed second and fifth in the Maritime Championship plowing match held in a gravelly field in Sylvester, Pictou County, Nova Scotia Wednesday. Stanley Willis of Cornwall was awarded second place to Ray Brown of Athol, Nova Scotia. Garth Clay of Bridgetown placed fifth.

After there had been some doubt as to who should represent this province, the champion plowman and the runner-up in 1956 took over that chore.

A unusual feature of the Nova Scotia plowing match competitions was the challenge match among mayors of Pictou County towns. It was won by Mayor Frank Sobery of Stellarton, N.S.

Regular provincial matches were well filled. One feature which surprised Prince Edward Island visitors was the large number of horse drawn plows that were in the competition. Mr. Willis told the Guardian last night that he counted fifteen teams on the field and they were all decked out in fancy harness and made a particularly pleasing and attractive appearance.

The competition was conducted in leisurely fashion. The plot of land to be plowed was considerably smaller than the land usually plowed in competitions here. But the competition opened shortly after 9:30 in the morning and was not completed until 3:30 in the afternoon. Most contestants quit for dinner midway through their match, the Guardian was told.

Leon Taylor of Windsor, N.S. won in the single walking plow class and Ray Brown was champion tractor plowman as well as provincial champion.

Mrs. Eric Langille of Denmark, N.S., won in the women's division.

Two shipping companies here say their Halifax-to-St. John's, services could take some of the freight that would begin to pile up. Other lines connect Newfoundland with St. Lawrence River and Great Lakes ports.

However, they likely would be

Strike Would Almost Cut Off Newfoundland

HALIFAX (CP) — If a strike stops the CNR's Newfoundland steamship service Oct. 15 that province's citizens will be almost cut off from mainland Canada but not quite.

Two shipping companies here say their Halifax-to-St. John's, services could take some of the freight that would begin to pile up. Other lines connect Newfoundland with St. Lawrence River and Great Lakes ports.

However, they likely would be

BUDGIES need... FRENCH'S Budgie Seed...

35¢ 14 OZ. PACKAGE



THE BALANCED DIET CANTWELL'S PHARMACY Dial 5132

MAC'S AUTO BODY WORKS 39 Pownal St. Will be closed from Oct. 5 to Oct. 21

some to handle only a small part of the many goods ordinarily moved by CNR ferries from North Sydney, N.S.

W. O. Barnstead, manager of Furness, Withy and Company here, said his company has five or six sailings a month to Newfoundland from Halifax. By cancelling calls at other ports they could step up the service.

J. Lawrence Williams, managing director of Newfoundland

Canada Steamships Limited, said that line has two sailings a week from here to St. John's. They could handle additional cargo. Trans-Canada Air Lines' Newfoundland flights are expected to get a flood of passengers if ferry service to the island is stopped

COATS

THIS FALL, Fashion Favours COATS



Lots of variety in silhouettes... lots of beauty in colors, fabrics and styles... that's fashion's coat story for fall. See our collection now.

PRICED FROM 29.95 to 69.95

USE OUR LAY AWAY PLAN

CAR COATS — In a full range of sizes and colours including the Wagon Wheel.

SEAMLESS HOSIERY

SIZES 8½ - 11 REG. 1.50 SPECIAL

THE FASHION SHOPPE

LOST

Between Charlottetown and St. Peters, 1 Volkswagen white tarpaulin, fender please return or notify—

R. T. HOLMAN LTD., Ch'town

Reward.

NOTRE DAME ALUMNAE

AUTUMN TEA

SATURDAY, OCTOBER 5th

NOTRE DAME AUDITORIUM

Admission 50 cents

New Glasgow United Church

TURKEY DINNER

at SHINING WATERS LODGE

SATURDAY, OCTOBER 5th

Serving at 4 P.M.

DONALDSON CHURCH

Cleaning of graveyard and other important matters will be considered at a meeting to be held on Tuesday, Oct. 8th at 8 p.m. in Donaldson Church. All those interested please attend.

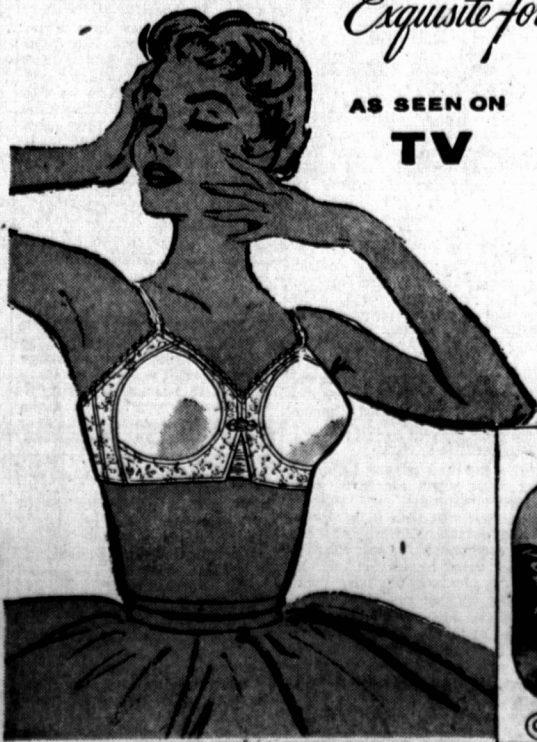
at S. A. McDONALD'S

It's the "smoothie" that makes a wardrobe look better

NEW AMBUSH by Exquisite Form

AS SEEN ON TV

\$2.95



...IN EXQUISITE FORM THE LADY IS YOU!

Now...when you slip into a sweater, blouse, or sheath, tell-tale bra lines disappear! Exquisite Form's new Ambush is smoothness personified! The cups are moulded, naturally rounded and covered with seamless Helanca. Nothing but smoothness shows! The dainty, embroidered cotton broadcloth that outlines the bust, sides and back...stays in the background.

Style 4487 with breathe-easy elastic gusset front. White only. 32-34 Jr. A, 32-36 A, 32-38 B, 32-38 C. \$2.95

BIG CHARITY BINGO

In aid of L. P. U. Burial Fund HOLY REDEEMER COMMUNITY CENTRE TONIGHT AT 8:30 Full card \$25.00; top and bottom lines \$25.00; Admission 35c Drawing for door prize at 8:30

WIN A McCULLOCH Thrifty MAC ABSOLUTELY FREE!

Call in today and fill in your entry form (several, if you like) for the great McCulloch Saw Draw! It's easy. All you have to do is fill in the form; we'll send it to the McCulloch Company for the draw. If your name is picked out, you'll be the proud owner of one of 175 wonderful new McCulloch saws valued at \$189.50—and it won't cost you a penny.

If, during the draw period, you buy any McCulloch chain saw, and then win the draw; the Company will pay you THREE TIMES the advertised price of the saw you bought! Call in, today.

Draw period lasts from Sept. 15th, 1957 for ten weeks.

NEW McCULLOCH Direct Drive

THRIFTY MAC CHAIN SAW

KEITH R. CARMICHAEL

BRACKLEY POINT ROAD PHONE 6423

And see how easy it is to launder the NEW Forsyth No-Iron shirt!



1. Rinse in mild suds. 2. Slip it on a hanger. 3. Irons itself as it dries.

See the brand-new NO-IRON shirt by Forsyth 2-PLY EGYPTIAN YARNS Still—\$7.50

GRENDAL CO. LTD.

MEN'S WEAR 144 GT. GEORGE ST., CHARLOTTETOWN DIAL 8415

KELLY & MacINNIS

135 GT. GEORGE ST., CHARLOTTETOWN DIAL 3635

S. A. McDONALD DEPT. STORE

129 QUEEN ST., CHARLOTTETOWN DIAL 6523

MOORE & McLEOD LTD.

119 QUEEN ST., CHARLOTTETOWN DIAL 6541