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Integrated Marketing Policy For Maritimes

"If organized marketing is to succeed it must be through a central outlet, based on local units which are fully incorporated, supervised and operated on a truly co-operative basis," stated Mr. Leo P. McIsaac, secretary of the Prince Edward Island Federation of Agriculture, in addressing the Canadian Agricultural Economics Society meeting here on Friday. The subject of Mr. McIsaac's remarks at the meeting, which was held in connection with the convention of the Agricultural Institute of Canada, was "An integrated marketing policy for Maritime agricultural products."



Mr. Leo P. McIsaac

In analyzing past experiences Mr. McIsaac noted that many and varied attempts were made in the Maritimes to establish more efficient and economical methods of distribution by concentrating on one particular product. Generally speaking these ventures flourished for a time, but because of seasonal fluctuations in volume of business, a steady burden of overhead costs, and depending on one class of products, they could not withstand the variations and changes in general business operations.

Many Examples

He cited as examples, egg and poultry organizations, livestock marketing clubs, produce market-places, and various other loosely knit co-operative ventures. In this Province there must be an integrated marketing organization equipped to handle every kind of farm and fish products. The locals must then provide a marketing service for all the products of their members, and must be efficiently operated.

Mr. McIsaac said it would be neither possible nor desirable to have all farm products marketed through voluntary co-operative agencies. There are many instances where private enterprise can and will continue its contribution to the development of a better agricultural economy. This applies especially in smaller rural points where there is not enough volume to operate an efficient business on a company basis.

Competitive Systems

"I believe that a spirit of competition between private and co-operative marketing makes for greater overall efficiency and provides an opportunity for any producer to exercise his right of free choice in business dealings," he said.

"It has been proven quite conclusively, however, that competition alone between private and co-operative business in the field of marketing will not guarantee the farmer his rightful share of the consumer's dollar or the market value of his product. Neither will it ensure the consumer of the finished product at actual cost plus legitimate handling charges and expenses. This applies more particularly when there is a surplus crop of any particular product. In a year of scarcity, or of low production and high demand, marketing co-operatives can set the pace or act as such an economic yardstick in establishing market prices. They can act as such a yardstick even if they are handling only a small percentage of the marketable crop.

"On the other hand in a year of

Problem Of Marketing Farm Products Discussed

"Producers in the Maritime Provinces never had to worry about surpluses of potatoes and apples when they were able to do business with world countries on a relatively, and reasonable, free-trade basis, and without the impediment of artificial currency manipulation," said Mr. F. W. Walsh, Nova Scotia's Deputy Minister of Agriculture and Marketing, in opening the discussion on problems in connection with the marketing of Maritime farm products before the 20th annual meeting of the Canadian Agricultural Economics Society in Charlottetown on Friday.

"And," continued Mr. Walsh, "Maritime producers would not have to worry about surpluses of these products today, were they able to trade on the same basis with world countries whose food stocks are exhausted, or in short supply, but who, because of man-made regulations, are unable to exchange the funds of their countries for the food stuffs which their people need and desire."

Progress in Maritimes

Notwithstanding artificial restrictions which have been placed upon the free trade of agricultural products, Mr. Walsh pointed out that a great deal of progress had been made by Maritime producers in recent years, both in the field of production and marketing. One reason why Maritime producers do not have embarrassing surpluses in many products—hogs, dressed poultry, eggs and strawberries, to mention a few—Mr. Walsh pointed out, is because they have so organized the marketing of these products that local domestic markets are supplied regularly, with graded and inspected products in a volume which they are able to absorb quite readily. Any seasonal surplus is moved either to cold storage, or to a market outlet, either in Canada or in a country in which Canada can trade, and in which the dollar is the medium of exchange.

What has been achieved in Maritime production and marketing fields, Mr. Walsh stated, has been accomplished, largely, by producers themselves. Working and cooperating with the Department of Agriculture, they have endorsed and supported a policy calling for organization of producers, efficient grading and inspection services, and centralized marketing.

Beyond this point, however, it is necessary for government policies to be so designed that the markets of the world will be open to all producers who wish to trade therein and who are willing to accept the currency of such countries in payment for the produce exported to them.

When this becomes a reality, there should not be embarrassing surpluses of agricultural production in any country, for the demand for food, in food deficient areas of the world, is more than enough to absorb existing and potential surpluses.

MARKETING BOARDS

Speaking at the same meeting, Mr. R. J. Leslie, of the Nova Scotia Apple Marketing Board, Kentville, maintained that the creation of production and marketing boards offers the best solution to the twin problems of low prices and surpluses now facing Canadian agriculture.

He cited the Maritime potato industry as one which could be expected to benefit greatly from board marketing.

"There is nothing wrong with the potato industry in the three Maritime Provinces that will not yield to a sensible production and marketing policy," he said. "Inter and intra provincial competition is a luxury which can no longer be afforded. With the construction of the markets in the United States, shipments to this area should be carefully timed so as to minimize friction."

"A board operation is the only effective way to do this. The potato growers of the three Provinces should get together to operate as a unit for the benefit of the whole industry before it is too late."

MacKenzie-MacEachern Nuptials

The home of Mr. and Mrs. Horace B. Willis, Kingston, was the scene of a very pretty wedding Saturday afternoon, June 24th, when Mrs. Willis' sister, Marion Edith MacEachern, was united in marriage with Donald Newton MacKenzie, son of Mr. and Mrs. J. D. MacKenzie, Hantsville.

Rev. J. D. Davison of the Charlottetown Baptist Church performed the ceremony. The bride, given in marriage by her father, Mr. Judson MacEachern, Applin Road, was becomingly attired in pale blue sheer with full skirt appliqued in white. She wore a model hat of matching mohair and her corsage was of pink peonies. Karen Ann Willis, niece of the bride, as flower girl, was her only attendant. She was dressed in yellow sheer and carried a basket of dainty mixed flowers.

Mrs. J. D. Davison played the wedding music and during the signing of the register rendered several appropriate selections. Following the ceremony a delicious supper was served to about forty relatives and friends. Later the happy couple amid showers of dainty mixed flowers, left for a motor trip to Quebec, Ontario and the New England States.

ESPERANTO

Esperanto was invented by a Warsaw oculist, Dr. L. L. Zamenhof, and first published in 1887.

W.C.T.U. NOTES

TEACHING TEMPERANCE IN THE HOME

The home is the oldest human institution; it is of Divine origin. It is one of the most hopeful signs of the present time that increasing interest is being taken in many places on planning how to make a successful and happy home. This is shown by the demand to School Boards, Home and School Groups and Church Groups for courses in Parent Education and pre-marital instruction. This all shows a fresh recognition of the home as the most vital centre for character building.

Character is often the result of a contagious inspiration of high ideals of conduct more than of direct instruction. Therefore parental example and an established family tradition of total abstinence is one of the greatest influences in determining a child's attitude toward wine. If the home is made a place of family fun and a centre of hospitality without alcohol, it is easier for a young person to seek similar fun and entertainment outside the home.

Present school methods set the child even in the lower grades to seek information for himself. Therefore it is the duty of the parent to see that the home has literature on this and other health subjects suited to the mental grasp of the child. Our National Headquarters at 31 Prince Arthur Avenue, Toronto 5, can supply suitable and attractive literature for every age from the Gray Bunny Stories or The King of the Wonderful City for the tiny tots, to Science Speaks, or Boys and Girls Learning about Alcohol for those who are studying chemistry. A plentiful supply of attractive material in pamphlet form is not expensive, or a single good well bound book will be found to be a real home asset.

Much may be learned from mere table talk. Every child sees some results of drinking nowadays, such as accidents, etc., may well point the lesson that Alcohol means waste—waste of material values, health, efficiency and higher achievements. It is well to discuss the family budget with the children and to teach them that some things can't be bought without sacrificing other more valuable assets. No home can really afford to buy alcohol.

Family pride that says within the home circle, "Our family does not do that sort of thing," as well a practice of social independence in judging standards of conduct, is a fine thing. There is a certain distinction in being independent enough not to accept all the customs of the general crowd about such things as betting, cigarettes, immodest dress or profane speech and late hours. The crowd in time learns to respect, even envy that independence. If a young person is independent in making his own considered choice about other matters than the social glass, it is easier to be independent enough to say: "No, thank you" to wine when it is offered. Children should be trained to have a will of their own in their personal choices, not to conform to low standards in other matters beside drinking.

Since the aim is a deliberate choice of a life long attitude toward a personal indulgence, it is well to guide a young person to make decisions from convictions that are the result of careful thought. Therefore free debate in a family forum is a fine way to educate youthful minds on all controversial questions. This may entail patience and even hard study in order to find answers for questions that may arise. But this kind of family discussion has permanent results, and young people do not like to be talked down to.

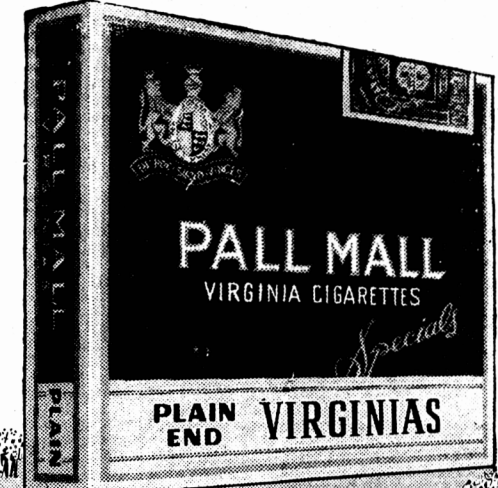
Just as an illustration, where no moral issue is at stake, just a case of personal preference and individual habit. A certain family were very proud of their father's name and of his family traditions. After marriage the daughters always signed themselves with the names followed by their husband's surname, for example, (though these are assumed names), Mary Paterson Brown and Isabel Paterson MacLean. Some one said of them: "Just how do they do it? None of the rest of us retain our maiden names after we are married." The reply was: "That family has always done as they themselves choose to do, and every one rather likes it, for after all they never do a man thing to any one."

The children of drinking parents often have a revulsion against the drink habit as a result of what they have seen or suffered. For example, a lad whose drunken father often drove him out of the home at night in winter weather is a successful sober business man and a fine Sunday School Superintendent. Also a high award in the Sunday School Temperance Study Course was won by a child whose father always had an open bottle of liquor in the home.

However, it has been shown that of over 4,000 alcoholics investigated the majority had at least one parent who drank. Example, or home neglect of the child who failed to find in the home high ideals of conduct, resulted in a life ruined by the drink habit.

A child's life should be full of wide interests, helpful hobbies, and happy expectancy of a purposeful life. Home atmosphere so stimulating it kept happy and

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ROSEBANK SCHOOL REPORT
Following is the report of Rosebank school for the month of May. Grade X—Lorraine Corcoran. Grade VIII—Doreen Home, Norma Corcoran. Grade VI—Shirley MacArthur, Ervin Home. Grade V—Roger Hardy. Grade II—Franklyn Murray.

Grade I (a)—Catherine Williams, Carlyle Ramsay, Hazel Hardy. (b)—Carol Murray. (c)—Lewis Harris. Teacher—Hazel Corcoran.
SOUTH AFRICA'S CARS
Licensed motor vehicles in the Union of South Africa are at a record number of 598,687.

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