

### Agricultural News

P. E. I. Department of Agriculture  
FAT CATTLE SHOW AND SALE

The 4th Annual Fat Cattle Show and Sale will be held at the Exhibition Grounds, Charlottetown, Thursday and Friday, March 24th and 25th. It is expected that the majority of the steers will be brought into the Exhibition Grounds and weighed on Wednesday, with any weighing to be done on Thursday morning. All stock for the Show and Sale this year will be weighed on the scales at Swift Canadian Company, Longworth Avenue. The Culling Committee will look over the entries on Thursday morning, and any animals that are culled out must be removed from the grounds by noon that day. The Show will begin at 1:00 p.m. with Mr. Frank E. Wolff, Agricultural Agent, C.P.R., Toronto, placing the awards in a year. A banquet for the exhibitors and buyers will be held on Thursday evening, and a large number of special prizes will be presented at the banquet. On Friday at 1:00 p.m., the Sale will begin, and Mr. Claude Craswell of Winsloe will be the auctioneer. It is hoped that a large crowd of spectators will be on hand for both the judging on Thursday and for the sale on Friday.

The milking procedure should be such that each milker milk a cow every five minutes. Occasionally a particularly hard, slow milking cow will not milk out in this time. In most cases, however, slow milking cows are slow simply because they have been trained to milk that way. Start your first calf heifers and other cows as they freshen on timed milking. Do not strip after the machine for the first week. You will find, if your milking procedure is correct, practically all of them will be milking with the machine and many of them will not require hand stripping. Leaving the machine on too long not only develops slow milkers and prevents maximum production, but also actually increases the likelihood of udder infection. The udder is full of milk there is little danger of a machine injuring the udder. If the machine is left on longer the teat cups start "creeping," which means the teat is pulled down into the cup. Hardening of the teat opening and around the base of the teat may develop. The teat duct may no longer be perfectly close and easy entry of mastitis organisms is made possible. The delicate tissues within the teat may be injured by prolonged pulling of the machine after milking has been completed. The importance of regularity and rapid milking apply equally if the herd is being hand milked rather than machine milked. It has long been recognized that fast hand milkers will get more milk from a cow than will slow milkers.

#### Better Milking Depends On:

1. Regularity — of milking hours, order of milking cows, of each step in the milking process and of barn conditions at milking time.
2. Adequate preparation of the cow just before milking is started. The udder should be washed in warm water and the teats manipulated—preferably a few streams made into a strip cup to check on mastitis at the same time. The milker, if machines are used, should be applied just as soon as the teat is "let down" or about 30 seconds after the use of the strip cup.
3. Training the cow to milk out within four minutes after the machine is applied.
4. Working the last milk into the teat cup by hand pressure above the teats and prompt removal of the machine.



It's much more obvious when you don't wear a ZENITH HEARING AID

### ZENITH HEARING AID



Perhaps you are one of the millions who suspect that your hearing is not what it used to be. Or one of the millions fully aware of a definite hearing loss. In either case, you have noticed how hard it is to keep the secret. How often you catch yourself saying "what did you say?" How often you feel "left out" of conversation you strain to hear. How obvious to those who are near to you. Far more obvious indeed, than when you choose and wear a Zenith Hearing Aid, and really hear everything. Instantly, you are marked as a considerate, intelligent person. The embarrassment is gone. Confidence comes back. Silence, doubt, suspicion are gone forever.

**Get Your Physician's Advice.** If your physician says a hearing aid will help you, follow his recommendation. Buy Zenith's finest quality in the all-transistor "75-X" Hearing Aid for only \$75... other tubeless, transistor Zenith Aids with special features or extra power, \$100 and \$125. Operating cost as low as 15¢ a month. Remember, all makes of hearing aids cost about the same to manufacture. Yet top-quality Zenith Aids do not sell for \$250 to \$300—as do many others—because they do not carry a high mark-up for so-called "sell-in" expenses! Zenith's 5 star-conduction models offer 432 individual response adjustments. You get the one suited to your hearing loss.

10-Day Money-Back Trial. Try any Zenith Aid for 10 days! You must be satisfied. Full-Year Warranty. Five-Year Service Plan. Stock sold as low as 15¢ a month. Remember, all makes of hearing aids cost about the same to manufacture. Yet top-quality Zenith Aids do not sell for \$250 to \$300—as do many others—because they do not carry a high mark-up for so-called "sell-in" expenses! Zenith's 5 star-conduction models offer 432 individual response adjustments. You get the one suited to your hearing loss.

Zenith Radio Corp. CDSB of Canada, Ltd., Dept. 1163 Tecumseh Rd., East, Windsor, Ont.

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## Newfoundland Fisheries Minister Guest Speaker At P. E. I. Ass'n Meeting

In a highly interesting address before 180 members of the P. E. Island Fishermen's Association at their annual dinner meeting in the Charlottetown Hotel yesterday, Hon. W. J. Keough, Minister of Fisheries and Cooperatives in the Newfoundland Government, traced the history of the cod fishing industry from its earliest days. After describing the formation of the Newfoundland Federation of Fishermen in 1951 "which changed their world," the speaker said "For some 400 years our fishermen had been content to live to themselves working out their lonely destinies upon their lonely seas—and with the expectation that their future could hold only the bleak and meagre prospect of all their yesterdays."

With the formation of the Federation however, a new element entered into the thinking to be done about the fishing industry in Newfoundland. For the future, Newfoundland shall have the advantage of the fishermen's view on the new things that arise in fisheries. "In passing and in justice note must be taken of the growing concern with fisheries that has been manifest latterly at the national level. The Prime Minister has on a number of occasions indicated quite strongly his desire to have fishermen given equality of opportunity with the other workers of Canada. And we have been heartened by certain actions indicative of increased concern about fish on the part of the central government."

### CONTRAST WITH P. E. I.

"In speaking today to the counterparts in Prince Edward Island of the Newfoundland Federation of Fishermen," said Mr. Keough, "I quite realize that your Association does not loom as large in your island as our Federation does in ours—that your Association cannot be expected to have the impact of a great magnitude in Prince Edward Island your economy is based first upon agriculture. Your ways of life is governed in great measure by what happens to potatoes. In our island our economy is still based upon fish more than anything else."

### In Memoriam

In loving memory of Rita Nicholson, who departed this life March 23rd, 1952.

"A dear friend whose memory we shall always hold dear."

Ever Remembered by Friends  
Mary and Evelyn.

In loving memory of our dear brother, James E. McKenna, Kinross, who passed away March 23, 1954.

One year ago we had to part With one we loved with all our hearts  
We miss his face and kindly ways With him we spent our happy days.

Peaceful be thy rest dear Brother It is sweet to breathe thy name In life we loved you dearly In death we do the same.

Lovingly Remembered by  
Mary and Albert.

In loving memory of RITA NICHOLSON who departed this life March 23rd, 1952.

This month recalls sad memories. Of a loved one gone to rest. And those who think of you to-day Are the ones who loved you best.

Always Remembered by  
Lorne and Dot.

In loving memory of our Mother,  
MRS. PHILIP BILLARD, who passed away March 23, 1951.

In our hearts your memory lingers, tender, loving, kind and true. There is not a Mother, But we always think of you.

Always Remembered by her Family.

In loving memory of MRS. ELIZA MACLEOD who departed this life March 23rd, 1951.

You left us a beautiful memory. A sorrow too great to be told. But to those who have loved and lost you, Your memory will never grow old.

Ever Remembered by Family and Grandchildren.

In fond and loving memory of Frederick Earl Henry, who died suddenly in Montreal, March 23rd, 1954.

It's not the tears at the moment shed That tells of the hearts that are torn  
But the secret tears in the after years And the grief that is silently borne.

Inserted by Father, Brothers and Sister.

and seconded by Mona Mayhew that the meeting be adjourned.

The regular monthly meeting of the Tignish Rural Club was held at the home of Mr. Fiedle Perry on March 6, 1955, with 14 members answering roll call. The minutes were read and approved.

It was moved by Frances Anne Gallant and seconded by Gerard Gallant that they have a debate at the next meeting.

Roll call is to be answered by naming a flower.

It was moved by Lorraine Clouhosey and seconded by Claud Perry that the meeting be adjourned.

For pure ENJOYMENT!  
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### City and Central

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ARRIVING DAILY new Spring Dresses. Kennedy's Ladies' Wear.

"YOUR DOLLAR BUYS MORE" — at the HUGHES DRUG STORE.

"WE TREAT THE SICK WELL" — Hughes' Pharmacy, open evenings 'till 8 o'clock.

ICE CREAM for everyone — serve it often.

TRINITY Y. P. U. presents "Anne of Green Gables" with entirely new cast, April 14th and 15th, Hearst Memorial Hall. Secure your tickets early at Church Office or from members.

UNIVERSITY WOMEN GRADUATES. — An organizational meeting is called for Thursday, March 24th, at the Vocational School to form a branch of the Canadian Federation of University Women.

HISTORIC HIGHLIGHTS. — Listen to C. F. C. Y.—8:45 p. m. Wednesday, Mrs. A. G. Putnam speaks on: Carlyle's First Love—Margaret Gordon (Our Lady Bannerman).

VERNON SCHOOL — The teacher at Vernon School under whose direction the pupils of Grades VI to X produced a history of Vernon is Mrs. Charles MacKenzie.

APPRECIATION EXPRESSED — Patients at the Provincial Sanatorium are enjoying the programme coming over the new television set, the purchase of which was made possible by funds which were the gifts of individual friends and societies during the past year.

SPRING PARK CARD PARTY — A card party was held at Spring Park Hall Monday night. Winners were: Ladies, first, Mrs. Elmer MacRae, second, Mrs. Ray Garnum, consolation, Mrs. Robert Constable; men's first, Henry McLeod, second Reg. Whitlock, consolation Henry Gaudet; freeze-out, Mrs. Wilfred Stewart and Mrs. Eric Farquharson.

FUNERAL AT NEW GLASGOW — The funeral of Mrs. Eldon MacKay was held on Monday afternoon, March 21st, from the New Glasgow Christian Church. Rev. Mr. Dunbar, assisted by Rev. Mr. Sawdon and Rev. Mr. Armstrong conducted the services. The pallbearers were: Percy Dickieson, George Nesbit, William Semple, Lorne Stevenson, Herbie Stevenson and Harold Dickieson. Interment was in the New Glasgow Cemetery.

CEMENT. — Just arrived car fresh Portland Cement. DeBlais Bros., Ltd.

Personals  
Mr. Clifford Chappell, York, is a patient in the P. E. I. Hospital, where he underwent an operation Monday.

Mrs. N. A. McLellan left on Thursday to return to Belfast, Maine, after spending some time visiting her son and daughter-in-law, Mr. and Mrs. Lorne McLellan, North River Road; and friends in Truro and Amherst, N. S.

Mr. and Mrs. Edgar Newson and family wish to thank their many friends for the many acts of kindness shown to them during their recent and bereavement. They also thank those who sent flowers, cards and treats while I was a patient in the Hospital and since returning home.

Mrs. Samuel Carruthers, Kensington.

I wish to thank Dr. Brown and Dr. Pierce, the Nurses and Hospital Staff who were so attentive to me during my recent illness; also to the visiting Clergy and to those who sent flowers, treats and cards while a patient in the P. E. I. Hospital.

Mrs. L. H. Drake, Meadow Bank.

COLDS CUT FROM DAYS TO HOURS — For 35¢ BUCKLEY'S CAPSULES

### Ruhamah Scheinfeld Frank

## We And Our Neighbors

THE PAIN IS THE SAME  
conversion." (Menninger). In the same way, Jimmy has become so afraid of the big boy who overtakes him on the way to school and threatens to beat him up, that his fear has been converted into a stomach upset.

Eight year old Jimmy has been going to school reluctantly for some time. This morning he doesn't eat any breakfast and looks feverish. He complains of feeling sick at the stomach. Yet by ten o'clock his symptoms have disappeared and he eats his meal with relish. Was Jimmy pretending?

Miss A. was away from her job so often on account of what she described as a heart condition that finally the boss let her go. In her new job she has scarcely lost a day. Was she just playing hooky before?

No, Johnny, Jimmy and Miss A. were not malingering. Johnny was torn between two feelings or emotions. He wished to please his mother by swallowing the pill, but the new experience filled him with dread. This fear or psychological reaction, affected his throat muscles and actually prevented him from swallowing the pill. Or as one psychologist puts it, "Your emotional upset has been converted into a physical upset — it has been displaced to an organ of the body. It is called the mechanism of

high blood-pressure, asthma, allergies, digestive disturbances and other ailments. The emotional condition may or may not be the cause of the illness, but it does strengthen its hold on the body and can prevent a cure. We can thus understand why doctors (and nurses) nowadays need the study of psychology as well as physiology. And why the physician and psychiatrist work hand in hand. This is especially necessary because the patient himself may be unconscious of the emotional factor in his suffering. Or if he knows he is under an emotional strain he may be unaware of its (hidden) cause. In conclusion, one authority (Kaplan) says of psychosomatic ailments: "It's all in the mind" does not hold true for ailments of the psychosomatic order. These are actual physical disorders as real and as harmful in their effects as any virus-induced illness or organic injury. They must be treated medically as well as psychologically. Such ailments are not fancies to be eliminated at will."

## New Way Relieves Arthritic, Rheumatic Pain Without Pills

Greaseless, odorless cream penetrates deep, speeds flow of fresh, rich blood into sore areas; helps drive away pain-causing pressure.

Toronto, Ont. (Special)—Science has now developed an odorless, greaseless cream that acts in a new way to bring hours and hours of relief from pains of arthritis and rheumatism—without the need of taking pills and other medicines that may upset the system. Rubbed gently into painful areas, this cream penetrates so deep it actually vanishes into the skin. It speeds the flow of fresh, rich blood into sore muscles, joints. Actually helps drive away pain-causing pressure and congestion. Used by doctors in England, France and the U.S.A., this remarkable cream is now available without prescription at drug stores everywhere. Ask for InfrARUB. Only \$1.39 a large tube. InfrARUB is guaranteed to give comforting relief from arthritis-rheumatism pains or your money back. \*Reg. T.M.



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<b>EXTRA SPECIAL!</b> For our Big Pre-Easter Sale, we offer— <b>200 CHINA SERVICE PLATES</b> Regular Price \$1.75 <b>SALE PRICE 98¢</b>	<b>DIAMOND RINGS</b> Our Entire stock of Diamond Rings <b>20% DISCOUNT FOR THIS SALE</b>	<b>WATCHES</b> All Ladies' and Gents' Watches for this Pre-Easter Sale <b>20% DISCOUNT BUY NOW</b>	<b>CONGRESS PLAYING CARDS</b> A large assortment of new designs to choose from. Regular Price \$1.25 <b>SALE PRICE 98¢</b>
<b>GLASSWARE</b> All our beautiful patterns of Stenware, Avon, Windsor and Duchess <b>20% DISCOUNT BUY NOW FOR EASTER</b>	<b>SILVER HOLLOWWARE</b> Our large and complete stock of sterling and plated Hollowware, for this Sale only <b>20% DISCOUNT BUY NOW</b>	<b>STERLING AND PLATED FLATWARE</b> All patterns, both sterling and plated <b>20% DISCOUNT NOW IS THE TIME TO ADD TO YOUR PATTERN</b>	<b>NOVELTY JEWELRY</b> Now is your opportunity to buy your Novelty Jewelry. <b>20% DISCOUNT BUY YOUR GIFTS NOW—AND SAVE!</b>
<b>FANCY CHINA</b> and Stock Patterns of Tea and Dinnerware <b>10% DISCOUNT ALSO MANY SPECIALS BUY NOW AND SAVE!</b>	<b>W. W. WELLNER LTD.</b> Jewellers Since 1868		<b>EXTRA SPECIAL!</b> As a special attraction for this Big Easter Sale we offer <b>100 ALARM CLOCKS</b> Regular Price \$3.50 <b>SALE PRICE \$2.79</b> Buy One and Be On Time
<b>EXTRA SPECIAL!</b> Avon, Wedgwood, Fine Bone China Dinnerware <b>25% DISCOUNT BUY NOW AND SAVE!</b>		<b>EXTRA SPECIAL!</b> The finest assortment in the city. <b>NOW ON SALE AT 20% DISCOUNT ALL THE LATEST STYLES AND COLORS</b>	

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It was decided to have a debate "Resolve that a bachelor has a better life than a married man." It was moved by Dennis Ross.