

# Report On Success of Island Display Booth at Royal Fair

For the second year in succession and as a part of its advertising and promotional program, the Prince Edward Island Potato Marketing Board put on display at the Royal Fair held in Toronto from Nov. 12-20 inclusive. The following report of the results was prepared by the Marketing Board secretary, Mrs. Tierney:

"For the purpose of the display a booth measuring approximately 15 feet in width by 10 feet in depth was generously supplied by the management of the fair. The booth was situated in the Upper West Annex where the Exhibits of grain, potatoes, hay and other farm products are placed for judging. This floor also contains the so-called Trophy Hall wherein the winning samples of the various varieties of grain and potato championships are displayed together with the trophies awarded. This includes the new potato trophy valued at \$1,500, which was won this year by an Ontario grower with a sample of Keswick. The booth was opened each morning at approximately 9:30 and attended until 10:00 o'clock each evening.

"This year our booth was situated to one side of this main floor near those occupied by the Canadian Consumers Association, the Federal Department of Agriculture and the 4-H Club Exhibit. Due to the fact that the Netherlands had a very large display on the seed floor this year occupying approximately one quarter of the space available and also because of the Federal Department of Agriculture occupying a large area of one wall, a number of the booths which had been located against the wall last year were moved this year into the center floor area. We were one of those booths.

"The height of our booth, therefore, could not exceed four feet because the Federal Department of Agriculture had requested that their display be clearly visible from all directions. We, therefore, had to change the design of the booth and the large banner which was used last year was replaced by a framed type painted wood sign about nine feet by a foot and one half hanging from the ceiling. The sign read 'Prince Edward Island Potatoes' and was visible over most of the floor.

**ARRANGED IN TIERS**

"Our booth was arranged in tiers on which were placed packaged potatoes in fives, tens and fifteen pound lots bearing the trade mark of the various Island shippers. On the lower shelf we also had a display of packaged potato chips. Both corners of the booth contained triangular shaped piles of 50's surrounded by 10 pound sacks. All of this material was kindly donated by the following shippers: Associated Shippers Inc., George H. Brookings, Canada Packers Ltd., Eastern Potato Chip Inc., McFarlane Produce Co. Ltd., P. E. I. Potato Growers Association, Delbert E. Rayner, Joseph Read and Co. Ltd., E. D. Reid Produce Ltd., J. Rossiter, Simmons and MacFarlane Ltd., H. R. Willis Inc.

"The seed display was arranged on a long counter at the front of the booth and contained samples of Sebago, Green Mountain, Red Pontiac, Irish Cobbler and Katahdin Seed supplied through the kindness of Mr. H. L. McLaren, District Inspector in Charge of Seed Certification Service. Each variety contained several tubers with the variety name attached. These potatoes drew considerable attention, resulting in many questions being asked by people requesting information as to which variety is best for baking or boiling and whether they cook mealy or inclined to go to mush and so forth.

"The Green Mountains particularly, drew a great deal of attention in that the samples on display were large and a great number of people compared them to the Idaho Baker and requested information on where potatoes of this variety and size might be obtained. They expressed a willingness to pay a premium for a package of this type as did several of the dealers and brokers who visited the booth.

"One important point was forcibly brought out and that was the desire by the consumers to have the variety name on each package. A common complaint seems to be a lack of uniformity as several people claimed that while one package would turn out to be exactly what the housewife wanted most, the next purchase would turn out to be totally different. The variety name would help materially to alleviate this seeming difference in our potatoes.

"Growers and shippers alike must realize that they must cater to what the consumer wants and not what they think they should have. The old adage that the consumer is always right applies particularly well when applied to potato consumption.

"In addition to the packaged potatoes the display booth was attractively set up with photographs of potato fields and ferns, as well as large display signs containing slogans referring to potatoes and particularly, their value as a healthful food.

"It is well to record that the Royal is visited not only by Toronto people but by residents of many States of the United States as well as all the Provinces of Canada. Another factor is that we have hundreds of carloads of table potatoes annually to the Toronto markets which also serves as a distributing center for many carloads of Certified Seed for forwarding to various points throughout that Province and to border States of the United States. A display of this kind cannot be measured in dollars and cents but without question the money expended by the Potato Board for the growers of this Province on this project, will be repaid many times over.

"Mention should be made here of the twenty-one entries which were forwarded for competition in the various seed classes in the potato section. Seventeen of these were placed on the prize list and twelve of the seventeen won prizes between first and fifth place. One sample entered by Mr. Reid Underhilly, who was this year's Maritime Potato King at the Maritime Winter Fair, placed first with his sample of Red Bliss Triumphs.

"This sample might very well have received a higher placing in the Championships but for the fact that the tubers had already been on display at Amherst and as a consequence had lost some of their color and texture due to exposure to the light. In the Katahdin class P. L. Budge of Five Houses placed second. This little goes to prove that with a little more care in selection our seed potatoes might well be placed in the Grand Championship class and so earn a right to the prizes as well as the Trophy awarded for the top sample in the show.

"As was the case last year we gave away over one thousand five hundred sample bags of table potatoes to people who seemed especially interested in the display. An added feature of our give away program over a thousand samples of Island Potato Chips were also distributed. These were kindly supplied by the Eastern Potato Chip Company, under the brand name of Spud Island and many people returned to the Booth requesting information about these Chips asking where they might be obtained. This in itself augurs well

for an expanded trade in this delicious food snack. A sample was also supplied to one of the foremost experts on potato chips and chip making in the United States who was one of this year's judges of the potato entries.

**BOOKLETS SUPPLIED**

"Additional to the potato program carried on at the booth, hundreds of booklets supplied by the P.E.I. Travel Bureau and the Provincial Department of Industry and Natural Resources were distributed in an endeavour to induce people to come to this Province for their holidays and to acquaint them with the products of Prince Edward Island.

"We also distributed a number of pamphlets supplied by the Centennial Committee and had their posters displayed in the booth. Whenever ex-Islanders turned up, as they frequently did, he or she was promptly issued an "Official Summons" which is a feature of the Committee of the 1955 Centennial Celebration.

"The suggestion was advanced by various officials of both Federal and Provincial Departments of Agriculture that considerable of the floor space available might well be occupied especially for the display of the principal agricultural and other products produced by each province. On the other hand it would be well if this project is to be continued in the years to come to put in a request for the best and most strategic position on this floor for our display commencing in 1955.

"I wish to take this opportunity to express my most sincere appreciation to Mr. Peppin, your technical advisor. He, though unable to attend the booth, gave invaluable assistance to me in the preparation of material, advised the officials to be contacted and supplied the answers to many of the questions that might be asked.

"Accompanying this report is one of particular interest to dealers and shippers on Prince Edward Island submitted by Mr. Leo McIsaac whom I wish at this time to thank for his co-operation at all times while the fair was in progress."

## Timely Notes on Silver Fox and Mink Farming

A despatch from Milan, Italy, dated November 28, states that fur business in Italy is in the doldrums, with demand sluggish and payments by retailers and retailers most wealthy customers, slower than in years, according to importers and wholesalers. Fewer Italians are buying fur coats than in the years immediately following the war. The advent of TV and major promotions by refrigerator manufacturers have dealt a big blow to the country's fur business, according to one of Italy's biggest importers. Many who cannot afford a fur coat and a TV set now buy only a TV, which is Italy's latest craze.

The consumer performance today has swung over to the finest quality furs like Persian lamb and mink. Very few Italians are interested in cheap furs any more. Taxes are also high. You do not pay one tax on imports in Italy, you pay several. They add up to as much as 38 per cent ad valorem for dressed furs. But what is considered to be the most damaging is the 10 per cent charged on imports of raw skins. The Italian Furriers Association is pressing to have this 10 per cent tax abolished but the outcome of this intervention is uncertain. In addition to the member tax there is also an 8 per cent turnover tax and a special tax on furs ranging from one to three per cent. Italian fur manufacturers, most of which are small sized artisan firms located in and around Florence, have been hard hit by greatly reduced demand for cheaper furs and many have cut production.

World production of ranch raised mink is expected to increase about 8 to 10 per cent in 1954-1955. Houses placed second. This little goes to prove that with a little more care in selection our seed potatoes might well be placed in the Grand Championship class and so earn a right to the prizes as well as the Trophy awarded for the top sample in the show.

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# NEWSY NOTES

By J. A. Clark, D.Sc.  
**THE MOLE**

The mole belongs to the genus of Quadrupeds (Talpa) and because of its food habits it is classed in the order Insectivora and given the family name Talpidae. Moles are widely distributed but are found only in the temperate portions of the Northern Hemisphere. Species common to North America are found from the agricultural areas in Canada as far south as Florida in the United States.

The Star-nosed mole, with a 22 point ring of fascinating feelers, has on its nose, this fleshy protuberance; it is one of eleven species found in Eastern America. Zoologists do not agree on the why and the wherefore, that this mole should be so endowed by nature. It prefers moist soil in which to dig its burrows. It is the best hunter of insect pests that destroy human and garden crops. Other common moles, that prefer dry soil for their burrows, are also very beneficial in the destruction of insects and in opening air passages through the soil.

It is unfortunate that more is not generally known concerning these friends of the farmer. Moles are seldom seen because they keep in their burrows, except that they are known to come to the surface just at noon; a habit often observed, but up the present no explanation has been found to account for it. When turned up by the plow, their limited vision renders them easily caught, and because of their resemblance to the destructive field mouse they are frequently destroyed.

A mole's body is cylindrical, and in most species about six inches long with a short tail only about one inch long. The fore legs are well forward, and because of this, the mole's head seems to rest between its shoulders; its muzzle is long, pointed and terminated by

nostrils which are close together on its nose. The fore legs are powerful, terminating in broad strong paws shaped somewhat like a human hand but having five toes, each with a strong claw. The palms face outward, this feature is unknown in any other Canadian mammal. Its hind legs are small and slender and of little use in digging except to move the loose earth backward.

Mole fur is dense, wonderfully soft and velvety. It is greatly prized in the fur trade. It is generally black or brownish black in colour but white Albinos have been seen. A recent census of the British fur trade brought to light the fact that the pelt of the common European mole is the most valuable of all the wild fur taken at the present time in the United Kingdom. This is all the more remarkable since its size is but little more than that of a common rat. The mole fur is uniformly short in length and thickness, except on the muzzle and tail. The former has bristles on its sides, and the latter has long coarse hair.

The caretakers of golf clubs and owners of carefully kept lawns have some excuse for their ill opinion of this, to them, a strenuous working pest, that piles up mole hills. This is one reason why the moles and ridges of earth on their greens and well clipped lawns over night, has been hunted and trapped in many localities.

There is a great deal to be learned concerning the life history and habits of these very valuable co-workers with man in his fight against the innumerable insects and pests that injure or destroy so many of our farm crops and garden produce. Some naturalists have found what they believed to be mole "breeding nests" in the form of a peculiar system of burrows about old stumps. &c.; others are sceptical concerning the purpose of these burrows and think they are made in search of worms and other insects for food.

Moles feed in burrows near the surface and where insects are most numerous. They, however, have deeper burrows at about twenty inches below the surface where they line their nests with soft grasses. They usually mate about the middle of March, and bring forth from four to six young in about six weeks' time. The young quickly attain full size and set up their own burrows. Some species raise two broods in the year.

The common mole shuns water but the star-nosed species is an expert swimmer. Common moles are most abundant in cultivated lands and pastures. When in captivity moles will eat any kind of flesh. They are most voracious animals and when maddened by hunger will attack animals as large as themselves, also birds, lizards, frogs and even snakes. They will not touch toads and do not eat vegetables. When confined with other moles without food, they become cannibals, and the stronger eat the weaker ones.

## POTATO PRODUCERS ATTENTION

Following the meeting of the delegation of potato producers who waited on the government about two weeks ago and whose representations were given sympathetic consideration by the government a meeting of the provisional directors of the Potato Producers Association of Prince Edward Island was held at the head office of the Association at Charlottetown on December 8th and the incorporation of the association was proceeded with. Application forms for membership will be available for distribution immediately through various producers throughout the Province.

It is suggested that all producers who are desirous of joining this association make inquiry through whom application forms are available.

REUBEN R. LARGE,  
Chairman Provisional Directors,  
Potato Producers Association of P. E. I.

**TIP OF THE WEEK**

**FROM YOUR MASTER DEALER**

**ARTHUR A. CAMPBELL**

**FRENCH RIVER P. E. I.**

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**TIP NO. 19**

Constant culling pays — keep an culling hook in your back pocket. Cull out all the poor producers and birds that appear wrong in any way.

Let's Discuss Your Feeding Plan With Your Island's MASTER Man

**IVAN KERRY**  
Dial 5455  
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Best of all, there's a Murphy Cruiser to fit you from 36 to 50. Get one from your dealer right away!

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## 2 - Weeks Sacrifice Sale

At

# The K. & R. STORE

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I am ordered to vacate at once to make way for a new building — All my stock must go.

New and used O'coats, Burberrys, Zipin Coats, Station Wagon and Sheep Skin Lined Coats, Navy, Army and Air Force Wool Coats — Rubber and Shower Proof Coats

250 Pairs Dress Pants  
200 Pairs Heavy Wool Pants  
Army & Air Force Jackets and Pants  
Wool Joe-Shirts, Heavy Doe Skin Shirts  
Dungarees, Overalls, Coveralls and Denim Doe Skin Lined Jackets.  
Caps, Wool Socks, Mitts and Leather Gloves.  
Wool and Fleece Lined Underwear.  
New Trunks and Suitcases.  
Two Folding Beds and Mattresses (New).  
Three Simmons Beds and Matresses.  
Four Used Electric Stoves, One New Electric Stove.  
New Tarpaulins, all sizes (Wood make).  
One Heavy Duty Sewing Machine.  
450 Gallons of Paint.

Many, many other items.

Terms cash. All past accounts now due.

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