

# SUMMERSIDE...

## Town With a Bright New FACE



ALBANY BUREAU HELPED RECORD TOURIST FLOW

### Potatoes still account for top cash return

With a farm value of \$11,000,000 in 1963, the potato crop is still Prince Edward Island's biggest cash crop. This is an above-average value, for statistics from the P.E.I. Potato Marketing Board show the average total over the past ten years to be \$10,000,000, with the value for 1962 being \$9,800,000.

Total potato acreage on "Spud Island" varies from 40,000 to 45,000 acres, and with few exceptions the entire crop is shipped each year in fresh or processed form.

Shipments vary from 10,000 to 14,000 carlots each year depending on the yield. The market is for table potatoes include all of the eastern provinces of Canada, some of the New England States, British West Indies and South America. But the bulk of the crop goes to Central Canada.

**HALF TO U.S.**  
P.E.I. seed potatoes are shipped to the following destinations: over half of the United States, Bermuda, Cuba, British West Indies, Puerto Rico, Mexico, Panama, Venezuela, Brazil, Uruguay, Argentina, Israel, South Africa, Greece, and nearly all the provinces of Canada.

**STILL THE BEST**  
P.E.I. table potatoes are famous for top quality, flavour and mealiness. Prince Edward Island seed is and has been recognized as equal to the best now produced anywhere in the world. Rigid inspection, plus the operation of our growers and dealers, coupled with a liberal education program, stressing

attention to grading, has been responsible for placing the Island in the foremost position, as a producer of the highest class of potatoes both seed and table.

Competition has been keen in other producing areas to compete with the quality of P.E.I. seed. With this in mind the P.E.I. Potato Marketing Board purchased and operates an Elite Seed Farm at Fox Island, near Alberton, P.E.I. The object of this move is to produce the highest quality of seed possible for planting in Prince Edward Island.

It is anticipated that in less than five years sufficient seed will be made available in the province for the planting of our normal acreage. This will be done according to an organized plan in cooperation with the Seed Potato Certification Department.

As a result of this move our markets should be increased in value and expanded in volume. This should bring the total value of our potato industry, without increased acreage, up by an appreciable amount.

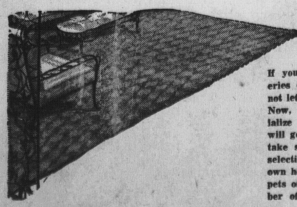
**ROB WOMAN**  
LONDON, Ont. (CP)—A 72-year-old woman, Mrs. Kathleen Jarvis, was kicked, slapped, bound and gagged by three hooded youths who robbed her of \$100 in her home here Tuesday. The house was left a shambles of torn furniture and scattered household goods as the three hunted for money. Mrs. Jarvis said one of the youths was carrying a revolver.

**BOOST SALES**  
Norwegian consumer co-ops reported a record wholesale value of nearly \$81,000,000 in 1963, an increase of 15 per cent over 1962.

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It's Stocktaking Time Again . . .

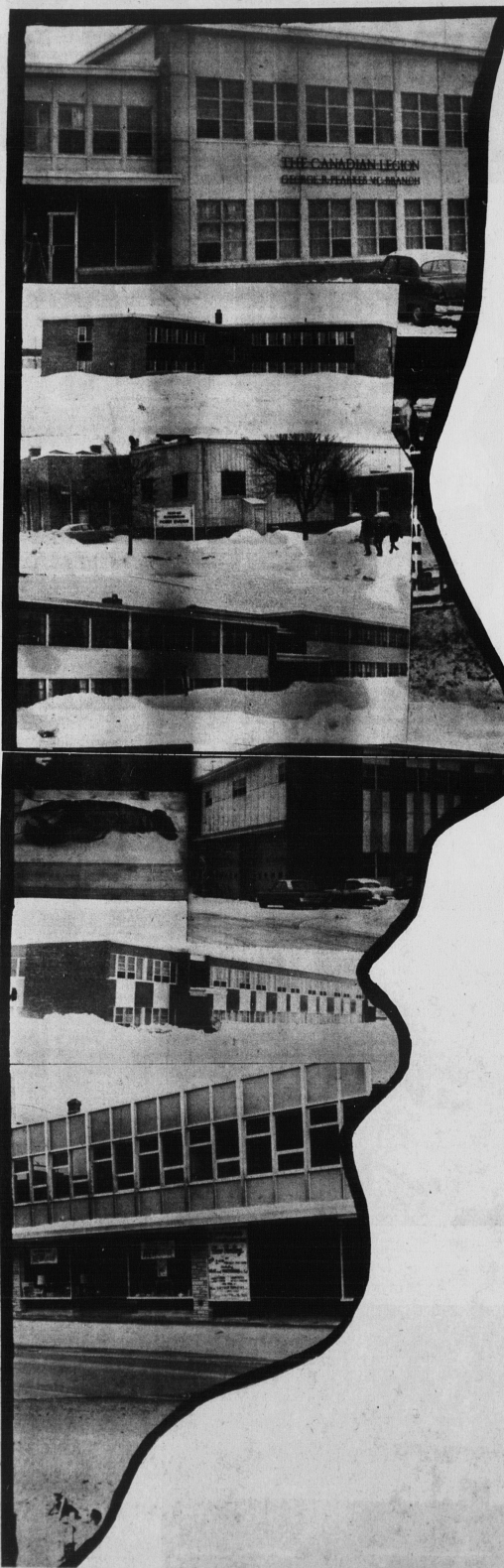
With that comes a clearance of one of a kind items, damaged goods, discontinued styles, etc., etc. It adds up to Great Savings for our customers. Clearance items include chairs and rockers, occasional tables, livingroom suites, bedroom suites and numerous other items. A trip to Archer & Macdonald Ltd. right now could save you money, many dollars on the items you have been wanting to buy. Do not wait any longer, come see us today, You'll be glad you did. See the special grouping of chairs and rockers.

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Year after year the face of Summerside is becoming more modern. This can happen only to a hustling, bustling town with a great future. There have been exciting changes . . . home building at an unprecedented rate . . . new industry . . . major construction such as the new Vocational and High Schools, motels, retail outlets and many establishments that have had their faces modernized. Summerside is a town of achievement which places it as one of the leading centres in which to live, work and to raise families, a town of approximately 10,000 people striving to meet the challenge of the future. This is the story of a thriving town in a rapidly expanding market.

With faith in our Community, we look forward to the year 1964 as being one of progress and development . . . for the betterment of Summerside and all its citizens.

**THE TOWN OF SUMMERSIDE**  
"Helping the Island on the Path of Progress"