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THE DAILY MAIL

NEW BRUNSWICK'S ONLY HOME COMMUNITY PAPER

THE MAIL PUBLISHING COMPANY - J. L. NEVILLE, Managing Editor.

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FREDERICTON, NEW BRUNSWICK, DECEMBER 14, 1937

CANADA'S GOODS NOT KNOWN

HON. JAMES G. GARDINER, Federal Minister of Agriculture, has released the report of a committee of experienced men who visited Great Britain furing the summer to study the market there from the standpoint of the Canadian farmer.

The fact that it was considered necessary to undertake the investigation meaks for itself. Canada has had equal opportunities with other Dominions in the world's greatest market, but has not profited so fully. Producers have learned that quality must be high and uniform, and supplies must be dependable, and have made consistent efforts to comply. The committee discovered, what has been suspected fairly generally, that the commodities have to be soid as well as shipped, and in this respect Canada has not kept pace with and three gallons of rum. Now. other countries.

"Our main reason for coming to this conclusion," the report says, "is sugar were the by-product. that, after a rather exhaustive survey, including personal inspection of Canadian products in representative markets and stores throughout Great Britain, we find that the ultimate purchaser (consumer) is not sufficiently aware of the quality or availability of Canadian agricultural products. Practically no stores feature them, although the same stores frequently, in fact usually, feature the agricultural products of other Dominions and countries."

In other words, Canadian products are not properly advertised. The housewife or other purchaser has not been impressed, does not ask for them, and the merchant sees no need of filling his shelves with them when the space can be used profitably otherwise.

Numerous exhibits have been held in cities throughout the United Kingdom. They have been creditable, and successful in creating a limited need the money." demand. In general, however, the committee finds that Canada has not benefited to any noticeable degree from advertising done in the past, whereas New Zealand, Australia and South Africa have achieved definitely favorable results. New Zealand is the best known supplier of foodstuffs among the Dominions; Australia comes next, followed by South Africa and Canada.

More specifically, "Canada's advertising and promotional policies have lacked the three principal essentials: a definite long-term plan which can be carried out regardless of temporary shortages of supply; regard for the enforcement of grading regulations in certain lines; and qualified merchandising officials thoroughly familiar with Canadian agricultural commodities, and their production, to co-ordinate or promote the efforts of our producers and Capt. J. H. Kirk are transferred our normal annual growth. That is deal with the situation as it exists. to keep abreat of market changes."

When it is common knowledge that advertising is the life-blood of busiwess, that no merchandising institution over gets far without consistent and prolonged resort to publicity, it may seem strange that the Dominion of Canada has fallen down in its greatest enterprise through failure to apply an elementary principle. The world will beat a path to the door of the man who makes the best mousetrap-but must be convinced first that the mousetrap is there

The people of the United Kingdom will buy Canadian products readily, but are entitled to help from those who sell. There has been money spent in advertising; yearly sums increased from \$100,000 in 1928-29 to \$350,000 in 1937-38, and smaller appropriations for specific purposes. Besides spending substantial sums for publicity, the other Dominions have better organizations directed by Export Boards financed by levies on producers. Canada is handicapped by lack of qualified agricultural specialists familiar with farming in this country and the methods and routine of the Department of

SNAP SHOTS

The civic political pot has com- regard to a settlement of the strike they must leave property. Welton

and take an interest in civic affairs. large scale re-employment and nego- Henderson interview as soon as pos-

Are you trying to shove these people should act accordingly.

you just right.

. . . So far as the accident at the subbe fortunate if there is not a fatal accident there at any time. Industrial note says a ton of sugar cane yields 100 pounds of raw sugar Now, merely out of curiosity, suppose

. . . So often, the girl who had the most proposals of marriage at 19, is still thinking it over' at 39. The 'one chance girl' seldom hesitates. and therefore is never lost.

It is now predicted that there will be no reduction of taxes at Ottawa, expenditures continuing high. The reasoning is that of Bill Nye's landlord, who charged a dollar for a ham sandwich, admitted it was excessive,

but justified himself by saying,

LOCAL MILITARY CHANGES The current issue of district orders, Military District No. 7,, contains many appointments, retirements and transfers of local interest. Lieutenant J. B. McNair and Capt. J. F. MacKenzie of Officers, while Lieut. and Capt. C. private lands. W. Bocock, formerly of the University

ey is transferred to the reserve of paired, the heritage that has been officers while the following are trans- given to us. ferred to the corps reserve of officers: Lieut. M. H. Thomas, 2nd. Lieuts. has experienced a very active market A. G. Pearson, H. R. Giberson, and R. for pulpwood. Practically all supplies R. Logie, Lieuts. H. N. Harris, J. H. and, from reliable information, I lock Peters, and 2nd. Lieut. G. C. Richards. for an equal, if not better, market



COY-Passed away at Fredericton, N. level in September of this year, sub-B., Dec. 13, 1937, Mrs. Helen Jem- stantial reductions are now evident, late Havelock Coy. The funeral will peak of 122 srillings per standard in all laboring men are fair and unbiastke place Thursday afternoon, Dec.

Cemetery.

DEADLOCK

(Continued from Page One) both the Federal Concilliation Board and the New Banswick Fair Wage of Rothwell mine stated that he Board working on the proposition in would see men individually, otherwise

menced to boil in earnest. It is a difficulties. The operators feel also said there would be no work for a heathy sign when people wake up that they had no intention of granting week. Will report results of Walker-

tiating new orders which will keep sible. All men previously employed A correspondent writes, "You the men at work, only to risk another during strike were kept on. Please newspaper fellows should stop kiddin' strike soon by the Union if the Union wire further instructions." us by publishing the names of all found rulings of the Concilliation At a meeting of the Union members on the public?" It is up to the dear yesterday afternoon Mr. Wuhr who public not to have any person 'shov- represents the U. M. W. stated "There ed' upon them. The public as a whole is no use in going out again to seek should know what they want and employment because we have been locked out."

He read a copy of the telegram Don't send away for your Christ- sent to Morrison. "Tell the men to mas purchases. If you do not have hang on and they will be seen any sympathy for our city merchants through," he quoted the district presremember that you may not get your dent as having said by telephone. goods here in time. It would serve Morrison advised against the men signing any document with the oper-

ators. Board member Walker criticized a way goes—"We told you so." We will statement issued by the operators "Morrison does not yesterday. The provincial fair wage board was incapable of handling the situation, and the union wanted the conciliation board, he said, adding: "There was a time when I was accused of blocking the fair wage board, but I am going to block it now as much as I possibly can."

If these men had not remained loyal Officials said there would be no there would not have been any m Mathias Wuhr, president of the lo- left as they would have been flooded picketing today. cal, sent the following telegram to D. and places broken down. "Men seeking employment were ad

W. Morrison, Glace Bay, U.M.W. disvised to report for re-employment at trict president: our office but, according to report "All men reported for work this these men have been advised not t norning. Taylor, manager Miramichi

Lumber Co., prevented men from en- by union officials. tering company's property saying that he had sufficient men employed which is about 16 men. Also informed men that there was no work for them. Morrell, underground manager Minto Coal Company, stated that there was no work today. This mine was completely locked up. Johnston, manager

HON. F. W. PIRIE

(Continued from Page Gne)

of New Brunswick, Lieut. J. S. Ste- not depleting our assets. Consequent- the fair wage board and in our opin- findings of the fair wage board in phens, and Lieut. R. L. L. DuDomaine ly we must confine our annual cut to ion this board has not the power to stead and drop union.

to the reserve. Several changes are the only reasonable policy to pursue This condition was recognized by Ot-1 also announced in the personnel of if we are to maintain our forest in- tawa and as far as we are concerned report of the situation to the labor the University of New Brunswick Con- dustries in perpetuity and pass on the conciliation board is going to hear tingent, C. O. T. C. Lieut. W. E. Seel- to future generations, not further imour case.

"We do not see why the conciliation | the minister to communicate with the board is so objectionable to the oper- operators with a view to getting the ators unless they have something to men back to work and a conciliation "During the past year the province

Henderson was unsatisfactory, the

Taylor's Statement

With reference to the Miramichi

"Three shafts are closed on ac-

count of there being no business Shaft No. 15 is operating with ove

50 men on the payroll. We do not an

ticipate opening closed shafts until

new contracts can be negotiated. W

can employ about 60 more men i

they are fitted for work and will un-

dertake that they are not returning

"Morrison does not represent any

of our employes. About 150 forme

employes planned on taking over our

mines this morning replacing men

who have remained loyal to the com-

pany. These union men disrogard th

fact that the mines were left with-

out maintenance crews by the union

U.M.W. Statement

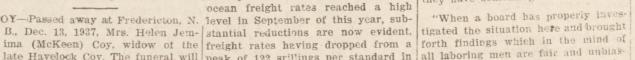
collowing statement:

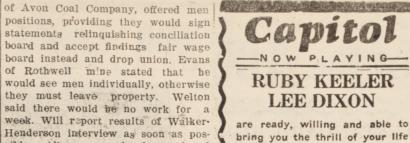
Local U.M.W. offiicals issued the

ormer reported later.

mine, A. D. Taylor said:

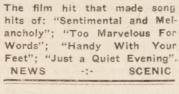
conceal, a fact which was substanti- board formed to probe the dispute ated by this morning's press. They stated it would be ridiculous to have wo boards investigating the same industry at the same time and pos sibly bringing conflicting reports. This "The demand for long lumber has been also good, and operations have in our opinion, is an admission that been profitable. While it is true that they have something to conceal. ocean freight rates reached a high





as they join with a score of comics and a hundred heavenly honeys in a show that's as fast-The conference between local hoar moving as the feet of its stars! member W. S. Walker and operator

"READY, WILLING AND ABLE"

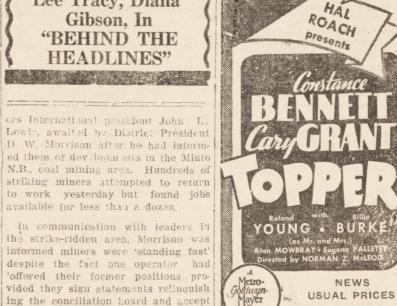


Here THURS., FRL, and SAT.

GENE AUTRY The Singing Cowboy, In "OLD CORRAL" With Smiley Burnette

ADDED ATTRACTION -Lee Tracy. Diana

Gibson, In **"BEHIND THE HEADLINES**"



90 MINUTES

LAUGHS

OF ROARING

Here WEDNESDAY and THURSDAY

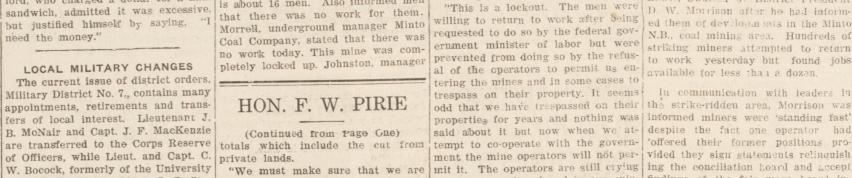
and the second second

Warner Baxter and Joan Bennett in **"VOGUES OF 1938"** All in Gorgeous Technicolor

CATCHING COLD?

Try this unique aid to nose and upper throat - where most colds start. Its timely use helps prevent LCTA

The remarkable success of Vicks drops has brought scores of imitations. The trade - mark Va-tro-nol is your protection in getting this exclu-



Morrison said he had sent a fui

he had received from Minto Local President Mathias Wuhr, he asked

ASL

As we must always look to the British market as the chief outlet for agricultural exports, the Government's effort to learn the most effective means of cultivating it deserves warm approval. To get the desired results the producers must do their part to supply quantity and quality, and ought to co-operate in any way possible to create a demand. Canada has not been identified closely enough by name with the commodities offered, but even this makes little difference if the name is not before the people. Obviously, we have to sell if we wish to produce.

FRONTIERSMEN ARE THE NEED

THE ROMANCE of the frontier days is gone." Over a period of rather introspective years this lament has been accepted as something of a truism. Perhaps the romance has gone, all depending on what to the individual is romantic. The radio, the airplane, the motor car, machinery have eliminated those rough-and-ready days of early frontier life which preceded the arrival of the railway and its freight of "civilizing" influences. But the old pioneers who gave us the lament were not speaking of romance, for romance to them was life. They meant the frontier days were gone.

In contradiction there is Val d'Or, Quebec, last week linked with the world by its first train over thirty miles of new track through Northern woods. Val d'Or in February, 1934, did not exist, except as the diggings of a few prospectors and mining men and a general store. On the day the C. N. R. train pulled into its new station with a party of Government, railway and business dignitaries it was a flourishing town of a few thousand people.

Civilization, with all the trademarks of the metropolitan city, had brought the railway. It is of some significance, perhaps, in these days of advanced RATE: 25 words 25 cents per views on transportation trends that Val d'Or should have felt the need of a railway. Somehow there is a deal of romance, streamlined and sophisticated. if you like, in its coming and in those whole four short years of Val d'Or's existence: the romance of creating, building, producing, progressing, and which cannot be lost, however modern the tools employed.

Yet Val d'Or is only the symbol of a whole new world awaiting the frontiersman. It is but today's example of what has gone on quietly during all these years of lament. There will be another tomorrow. There are little civilizations scattered all over the Northern gap, from British Columbia to Quebec and reaching over the rim of the Arctic. In the late 'twenties The Pas was a frontier town. There have been others since, many of them not so fortunate as to have a railway connection, but all of them steeped in romance, the deep, vivid, almost melodramatic romance of man against nature and the unknown.

These frontier towns are symbols of something else, of the future, when we awaken to it, of the vast Northern gap. The trains that will go to Val d'Or-next summer rails will connect it with Noranda-will not go for its gold. That could come out by plane, just as the tons of machinery used in its production were "trucked" in. They go in anticipation of the wealth of undeveloped timber land, of the produce of fertile farming country, and to aid in the diversification of this district. They are essential to filling in the gap, on which Val d'Or is no longer a frontier.

September to 85 shillings at the pres- ed we will abide by them The remains will rest at the ent time for tramps. It is my opinion home of Mr. and Mrs. Jack Beb- they will drop still lower during the from federal Labor Minister Norman bington until 11 o'clock Thursday, coming year.

in 1938.

and then rest at the Christchurch "There is no factor to justify pes-Cathedral until the hour of service. simism in the matter of woods em-Very Rev. Dean W. H. Moorhead ployment, and to my mind it is a will officiate at the service which shame that people struggling to overwill take place at 2.30 o'clock. In- come the effects of the depression terment will be made at the Rural should be agitated and disturbed without cause.

"If some elements are endeavoring to build up a case for reduced stump-

SMITH—Passed away at Victoria Public Hospital, Fredericton, N. B., Dec. 13, 1937, Walter N. Smith, son ers in the industry, let me make my of Mr. and Mrs. Amaziah Smith, self clear on both points. French Lake, N. B. Funeral will They are not out of line with stump

Classified Ads

insertion. Each additional

be made at Geary.

word 1/2 cent.

"Stumpage rates are fair and just. Prayers at the home at 1 p.m., ser- age rates in other provinces. They vice at the Baptist Church, Geary, do not weigh unduly upon operations at 1.30. Rev. Mr. Glendenning will and they represent an equitable conduct the service. Interment will charge for use of resources belonging to the people. We have evidence that in many cases stumpage rates on pri-

vate areas are considerably higher. "As to the wage situation, the scale

established by the forest operations commission is not unduly heavy on industry. Workers are entitled to a fair return for their labor. There is no disputing the fact that forest labor has in some cases been exploited in the past, but it is not my intention nor the intention of the government that this condition shall occur again. When this government came into power it promised work and fair wages, and we intend to keep faith

FOR SALE-Return half C. N. R. ex- with the working man.

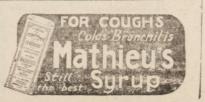
cursion ticket to Timmins, Ont., via North Bay. Good for Toronto, to leave not later than Dec. 15. Call 675 Charlotte St., or phone 507.



ness I do not believe it wise to forecast production or to give to competitors any information that will assist them to take business from us. I regret that it has been necessary to

"As a matter of principle in/busi-

do so in this case but I feel compelled to deal with the situation now in order to dispose definitely of the questions that arise and to remove any uneasiness that may have been caused.'



GLACE BAY, N.S., Dec. 11-Re McL. Rogers and United Mine Work-



NEW GOVERNOR OF BAHAMAS ARRIVES



Hon. Charles S. Dundas (in dark uniform, p lumed hat) is shown as he arrived at Nassau, Bahamas, to become the island's new Governor. He is marching to the council chambers where he took the eath of office. At right is Hon. J. H. Jarrett, K.C., acting Governor before Mr. Dundas' arrival. Mrs. Dundas is shown in rear with bouquet.