

THE DAILY MAIL

NEW BRUNSWICK'S ONLY HOME COMMUNITY PAPER

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

Published every afternoon (except Sunday) at 327-329 Queen Street
Fredericton, N. B.

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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 during 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 speaks 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 sold as well as shipped, and in this respect Canada has not kept pace with other countries.

"Our main reason for coming to this conclusion," the report says, "is 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 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 to keep abreast of market changes."

When it is common knowledge that advertising is the life-blood of business, that no merchandising institution ever 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 1923-29 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 Agriculture.

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 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 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.

SNAP SHOTS

The civic political pot has commenced to boil in earnest. It is a healthy sign when people wake up and take an interest in civic affairs.

A correspondent writes, "You newspaper fellows should stop kidding us by publishing the names of all kinds of impossible people for Mayor. Are you trying to shove these people on the public?" It is up to the dear public not to have any person 'shoved' upon them. The public as a whole should know what they want and should act accordingly.

Don't send away for your Christmas purchases. If you do not have any sympathy for our city merchants remember that you may not get your goods here in time. It would serve you just right.

So far as the accident at the subway goes—"We told you so." We will be 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 and three gallons of rum. Now, merely out of curiosity, suppose sugar were the by-product.

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, "I need the money."

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 are transferred to the Corps Reserve of Officers, while Lieut. and Capt. C. W. Bock, formerly of the University of New Brunswick, Lieut. J. S. Stephens, and Lieut. R. L. L. DuDomaine and Capt. J. H. Kirk are transferred to the reserve. Several changes are also announced in the personnel of the University of New Brunswick Contingent, C. O. T. C. Lieut. W. E. Seely is transferred to the reserve of officers while the following are transferred to the corps reserve of officers: Lieut. M. E. Thomas, 2nd Lieut. A. G. Pearson, H. R. Giberson, and R. R. Logie, Lieuts. H. N. Harris, J. H. Peters, and 2nd Lieut. G. C. Richards.

HON. F. W. PIRIE
(Continued from Page One)
totals which include the cut from private lands.
"We must make sure that we are not depleting our assets. Consequently we must confine our annual cut to our normal annual growth. That is the only reasonable policy to pursue if we are to maintain our forest industries in perpetuity and pass on to future generations, not further impaired, the heritage that has been given to us.
"During the past year the province has experienced a very active market for pulpwood. Practically all supplies and, from reliable information, I look for an equal, if not better, market in 1938.
"The demand for long lumber has been also good, and operations have been profitable. While it is true that ocean freight rates reached a high level in September of this year, substantial reductions are now evident, freight rates having dropped from a peak of 122 shillings per standard in September to 85 shillings at the present time for tramps. It is my opinion they will drop still lower during the coming year.
"There is no factor to justify pessimism in the matter of woods employment, and to my mind it is a shame that people struggling to overcome the effects of the depression should be agitated and disturbed without cause.
"If some elements are endeavoring to build up a case for reduced stumpage rates and lower wages for workers in the industry, let me make myself clear on both points.
"Stumpage rates are fair and just. They are not out of line with stumpage rates in other provinces. They do not weigh unduly upon operations and they represent an equitable charge for use of resources belonging to the people. We have evidence that in many cases stumpage rates on private 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 with the working man.
"As a matter of principle in business 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 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."

DIED
COY—Passed away at Fredericton, N. B., Dec. 13, 1937, Mrs. Helen Jemima (McKeen) Coy, widow of the late Havelock Coy. The funeral will take place Thursday afternoon, Dec. 16. The remains will rest at the home of Mr. and Mrs. Jack Bebbington until 11 o'clock Thursday, and then rest at the Christchurch Cathedral until the hour of service. Very Rev. Dean W. H. Moorhead will officiate at the service which will take place at 2.30 o'clock. Interment will be made at the Rural Cemetery.

SMITH—Passed away at Victoria Public Hospital, Fredericton, N. B., Dec. 13, 1937, Walter N. Smith, son of Mr. and Mrs. Amaziah Smith, French Lake, N. B. Funeral will take place Wednesday afternoon. Prayers at the home at 1 p.m., service at the Baptist Church, Geary, at 1.30. Rev. Mr. Glendenning will conduct the service. Interment will be made at Geary.

Classified Ads

RATE: 25 words 25 cents per insertion. Each additional word 1/2 cent.

FOR SALE—Return half C. N. R. excursion ticket to Timmins, Ont., via North Bay. Good for Toronto, to leave not later than Dec. 15. Call 675 Charlotte St., or phone 507.

Old Kentucky CIGARETTES

FOR COUGHS, Colds, Bronchitis, Mathieu's Syrup

DEADLOCK
(Continued from Page One)
both the Federal Conciliation Board and the New Brunswick Fair Wage Board working on the proposition in regard to a settlement of the strike difficulties. The operators feel also that they had no intention of granting large scale re-employment and negotiating new orders which will keep the men at work, only to risk another strike soon by the Union if the Union found rulings of the Conciliation Board not satisfactory to themselves.
At a meeting of the Union members yesterday afternoon Mr. Wuhr, who represents the U. M. W. stated "There is no use in going out again to seek employment because we have been locked out."
He read a copy of the telegram sent to Morrison. "Tell the men to hang on and they will be seen through," he quoted the district president as having said by telephone. Morrison advised against the men signing any document with the operators.
Board member Walker criticized a statement issued by the operators 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."
Officials said there would be no picketing today.
Mathias Wuhr, president of the local, sent the following telegram to D. W. Morrison, Glace Bay, U.M.W. district president:
"All men reported for work this morning. Taylor, manager Miramichi Lumber Co., prevented men from entering 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 of Avon Coal Company, offered men positions, providing they would sign statements relinquishing conciliation board and accept findings fair wage board instead and drop union. Evans of Rothwell mine stated that he would see men individually, otherwise they must leave property. Welton said there would be no work for a week. Will report results of Walker-Henderson interview as soon as possible. All men previously employed during strike were kept on. Please wire further instructions."
The conference between local board member W. S. Walker and operator Henderson was unsatisfactory, the former reported later.
Taylor's Statement
With reference to the Miramichi mines, A. D. Taylor said:
"Three shafts are closed on account of there being no business. Shaft No. 15 is operating with over 50 men on the payroll. We do not anticipate opening closed shafts until new contracts can be negotiated. We can employ about 60 more men if they are fitted for work and will undertake that they are not returning to work to strike again."
"Morrison does not represent any of our employees. About 150 former employees planned on taking over our mines this morning replacing men who have remained loyal to the company. These union men discovered the fact that the mines were left without maintenance crews by the union. If these men had not remained loyal there would not have been any other left as they would have been flooded and places broken down."
"Men seeking employment were advised to report for re-employment at our office but, according to reports, these men have been advised not to by union officials."
U.M.W. Statement
Local U.M.W. officials issued the following statement:
"This is a deadlock. The men were willing to return to work after being requested to do so by the federal government minister of labor but were prevented from doing so by the refusal of the operators to permit us entering the mines and in some cases to trespass on their property. It seems odd that we have trespassed on their properties for years and nothing was said about it but now when we attempt to co-operate with the government the mine operators will not permit it. The operators are still crying the fair wage board and in our opinion this board has not the power to deal with the situation as it exists. This condition was recognized by Ottawa and as far as we are concerned the conciliation board is going to hear our case.
"We do not see why the conciliation board is so objectionable to the operators unless they have something to conceal, a fact which was substantiated by this morning's press. They stated it would be ridiculous to have two boards investigating the same industry at the same time and possibly bringing conflicting reports. This in our opinion, is an admission that they have something to conceal.
"When a board has properly investigated the situation here and brought forth findings which in the mind of all laboring men are fair and unbiased we will abide by them."
GLACE BAY, N.S., Dec. 14—Replies from Federal Labor Minister Norman McLeod Rogers and United Mine Workers International president John L. Lewis, awaited by District President D. W. Morrison after he had informed them of developments in the Minto N.B. coal mining area. Hundreds of striking miners attempted to return to work yesterday but found jobs available for less than a dozen.

In communication with leaders in the strike-ridden area, Morrison was informed miners were 'standing fast' despite the fact one operator had offered their former positions provided they sign statements relinquishing the conciliation board and accept findings of the fair wage board instead and drop union.
Morrison said he had sent a full report of the situation to the labor minister with a copy of the telegram he had received from Minto Local President Mathias Wuhr, he asked the minister to communicate with the operators with a view to getting the men back to work and a conciliation board formed to probe the dispute.

HON. CHARLES S. DUNDAS

Hon. Charles S. Dundas (in dark uniform, plumed 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 oath 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.

Capitol

NOW PLAYING

RUBY KEELER LEE DIXON

are ready, willing and able to bring you the thrill of your life as they join with a score of comics and a hundred heavenly honeys in a show that's as fast-moving as the feet of its stars!

"READY, WILLING AND ABLE"

The film hit that made song hits of: "Sentimental and Melancholy"; "Too Marvelous For Words"; "Handy With Your Feet"; "Just a Quiet Evening".

NEWS SCENIC

Here THURS., FRI., 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 OF ROARING LAUGHS!

HAL ROACH presents

Constance BENNETT Cary GRANT TOPPER

Retold with Bill YOUNG & BURKE (as Mr. and Mrs.) Alton MOWBRAY's Eugene PALLETTE Directed by NORMAN Z. McLEOD

NEWS USUAL PRICES

Here WEDNESDAY and THURSDAY

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 many colds.

Just a few drops up each nostril

VICKS VATRO-NOL ... Quick Relief for Stuffy Head

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