

## DEPARTMENT OF FISHERIES UNDER A LIVE MINISTER

### New Interest on the Part of Housewives on Family Diet--Campaign to Popularize Fish Foods

In the March number of the Canadian Unionist magazine a well-deserved tribute is paid to the work done by Hon. J. E. Michaud, Minister of Fisheries in promoting fish as an article of diet. Hon. Mr. Michaud's campaign has resulted in a material improvement in the domestic market for fish—fresh, canned, smoked and mildly salt cured—prices have advanced, and an increased distribution of wages has been the result.

The article is as follows: The Honourable J. E. Michaud, Minister of Fisheries, is receiving from 300 to 600 letters a day. Nearly all are from women, and they come all from points in Canada. A new interest on the part of housewives in the family diet is responsible for the stream of letters; the women want to know all there is to know about cooking and serving fish, and ask for the best and newest recipes. The advertising campaign to popularize fish as an article of diet, for which Mr. Michaud is responsible, prompted this interest on the part of housewives. The campaign began about the first of October, and from the outset the response was unexpectedly gratifying. A sustained stream of letters asking for booklets containing recipes for cooking fish has poured into the Department, and, the staff has scarcely been able to keep up with the demand.

The success of the fish advertising campaign is attested by other evidence than the striking indication of the aroused interest of Canadian housewives. One important Nova Scotia company has reported that in the first two months of the campaign, its sales of fish were 20 per cent. greater than in the same months of the previous year. A prominent wholesaler of British Columbia reported an increase of 13 per cent. in sales during November and December, over these months in 1935. A large Maritime distributor reported that, in the first two months of the campaign, his outlets in Toronto district increased by 130 units. Mr. C. J. Morrow, of Lunenburg, N. S., President of the Canadian Fisheries Association, states

that reports from members show the whole trade has benefitted from the well-planned campaign.

#### Benefit from Improved Industrial Conditions

It is pointed out that some part of the increase in fish sales as well as better prices, is attributable to the improvement in general business conditions and wage-increases during the past year. But even when allowance is made for that factor, sales have



HON. J. E. MICHAUD, P.C., K.C., M.P., Minister of Fisheries

exceeded expectations, and the cumulative effects of the advertising will undoubtedly assure still greater benefits in the future.

The present advertising campaign to increase the sale of fish is the most thorough and comprehensive yet attempted in Canada, though, on a population basis, the expenditure is small compared with the cost of similar campaigns conducted in France and Germany after the Great War. Practically all mediums of publicity are being used—daily papers, weekly papers, national magazines, farm journals, foreign language papers,

hotel and restaurant trade journals, religious and Labour organs, grocery trade papers and other publications. A fishing trades journal is publishing four special issues, containing information designed to interest some 8,000 to 10,000 provision dealers in Canada, among whom they are being circulated.

A motion picture illustrating various phases of the fishing industry—including scenes of fishermen at work on both Atlantic and Pacific waters—is being prepared, with sound effects. It has been assured of showings in 400 picture houses across Canada.

A government grant of \$200,000 for advertising purposes was made for the fiscal year 1935-36. Of this, \$25,000 was assigned for publicity in Great Britain, and placed at the disposal of the High Commissioner, the Honourable Vincent Massey, under whose direction an advertising campaign to popularize all sort of Canadian products is being carried on.

A further grant of \$100,000 has been made by the Dominion Government to continue the fish publicity campaign during the fiscal year 1936-37.

A supplementary advertising campaign is being carried on by the government of Nova Scotia, and seven of the principal fish companies of that province.

The task of preparing the advertising material used in the present campaign was assigned to E. W. Reynolds & Company, of Toronto, and to the excellence of its work, and especially the high quality of the material appearing in the national magazines, including The Canadian Unionist, a good deal of its success is attributed.

#### Domestic Consumption Increased

The combined effect of the improvement in general business conditions, increased distribution of wages, and the advertising campaign, has been a material improvement in the domestic market for fish—fresh, canned, smoked and mildly salt-cured fish. Prices have risen slightly in response to the increase in the effective demand. As a consequence, the fishermen on both coasts find themselves in a better position than they have been for some time, though not by any means in a position commensurate with the arduous and hazardous nature of their calling. The depression years carried down their standard of living to bedrock. And though there

has been recovery, there is plenty of room for further improvement.

In the Maritimes—probably more so than in British Columbia—the fishing industry has been a gamble. Some companies which merely distribute fish have made money even in recent years; some others, engaged in both production and distribution, have seldom paid a dividend since the war-boom. Most of the risks are borne by the producers—the vessel-owners and fishermen.

After the war, the Maritimes lost a big market for fish in the United States, as tariffs were increased to almost prohibitive heights. Also, they lost a great part of the foreign market for dried, salt and pickled fish, due partly to lessened consumption in those markets, and partly to increased competition from Iceland, Norway and other countries. Many Maritime fishermen—too many—turned to production for the fresh fish markets of Canada. With a landing price of two cents a pound for haddock and cod, they can make better money than a skilled mechanic, while their living costs are lower. But at such a price fishermen are eager to work while weather permits; supply soon crowds demand and prices fall.

#### Need for Government Co-Operation

Even during the boom period, 1926-29, the fresh fishermen of the Maritimes had only brief periods of good earnings. They were on the horns of this dilemma: either the effective demand of the Canadian market was too small in relation to the ability of the fishermen to supply it, or there were too many fishermen in relation to the domestic market. Men in the fishing industry have insisted that the first horn could and should be foreshortened. They have pointed out that the per capita fish consumption was only about half of that of England, and less than that of other countries with fishery resources much inferior to those of Canada. They urged that the Dominion Government make some effort to encourage fish consumption, first, because the promised benefits of Confederation had not been realized by the Maritimes, and, second, because only about 20 per cent. of the Maritime fish production was marketed in Canada. Mr. V. J. Pottier, K.C., M.P., for Shelburne-Yarmouth, pointed out in the House recently that the proportion is now 27 per cent.

Those interested in the fishing industry also urged that it was important enough to be represented in Par-

liament by a Minister of its own. Only recently was the need of this recognized by the appointment of a Minister of Fisheries and the separation of the Department of Fisheries from the Department of Marine. The Honourable E. N. Rhodes took up the duties of this new office with some enthusiasm. But he was soon elevated to the position of Minister of Finance, and for some time, a Minister holding another portfolio served as acting head of the Department of Fisheries.

#### Hon. J. E. Michaud Appointed Minister

Then, when Premier King formed his present cabinet, he called Mr. Michaud to the office of Minister of Fisheries. A Maritime man, Mr. Michaud has a personal interest in the welfare of the people dependent on the fishing industry, which most Ministers of Marine and Fisheries in the past lacked. He is giving his full time to his job. Genial, unassuming and very approachable, he is an attentive listener, and considers all sides of a question before making a decision. Once he charts a course he is not easily persuaded to change it, and this characteristic commands the respect and loyalty of his Departmental officials and staff.

Mr. Michaud has adopted as the basis of his policies the belief of leaders in the fishing industry that the Canadian home market for fish is capable of considerable expansion. His success in obtaining substantial sums to advertise fish has encouraged the industry as a whole, the limited resources of which have not been adequate to the task of doing the publicity work required to cultivate fully the potential markets. Once the home market is developed, increased sales should enable the industry out of its own resources to carry on such advertising as may be needed to hold the market.

#### MONTREAL RAINLESS 31 DAYS

MONTREAL, April 12—Montreal was without rain last month for the first March since records were started at McGill Observatory 63 years ago. The city had more than its quota of snow, as 36.5 inches fell, mostly in a two-day storm on March 16 and 17. The average snowfall for March is 20.6 inches and the average rainfall 1.44 inches.

TIENTSIN, April 12—Custom authorities have proclaimed capital punishment as penalty for smuggling in to China merchants.

TO HELP PREVENT MANY COLDS

**VICKS VAPOR-NOL**

A few drops up each nostril

TO HELP END A COLD QUICKER

**VICKS VAPORUS**

Just rub on throat, chest and back

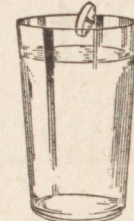
Follow VICKS PLAN for better CONTROL OF COLDS

Full details in each Vicks package

*To Ease Rheumatic Pain in a Jiffy*

These Glasses Show Why "ASPIRIN" Starts Easing Pain A Few Minutes After Taking

IN 2 SECONDS BY STOP WATCH

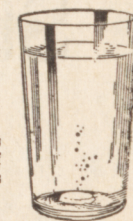


An "ASPIRIN" Tablet Starts to Disintegrate and Go to Work

Drop an "Aspirin" tablet into a glass of water. By the time it hits the bottom of the glass it is disintegrating.



"Aspirin" tablets start "taking hold" of pain a few minutes after taking.



What happens in these Glasses happens in your Stomach

For Amazingly Quick Relief Get "ASPIRIN".

Any person who suffers from rheumatic pains should know this:

Two "ASPIRIN" tablets, taken with a full glass of water, will usually ease even severe rheumatic pains in a remarkably short time.

Ask your doctor about this. He will probably tell you there is nothing better. For "Aspirin" tablets not only offer a potent analgesic (pain reliever), but start going to work almost instantly you take them. Note illustrations of glass.

Try this simple way. You'll be

surprised how quickly pain eases. Thousands of rheumatic sufferers are finding comfort this way.

● "Aspirin" tablets are made in Canada. "Aspirin" is the registered trade-mark of the Bayer Company, Limited, of Windsor, Ontario. Look for the name Bayer in the form of a cross on every tablet.



**Demand and Get-ASPIRIN**

TRADE-MARK REG.

**LOOK FOR THE BAYER CROSS**

BY SPECIAL ARRANGEMENT

# THE DAILY MAIL OFFERS YOU

## DO YOU KNOW?

1. That there are great differences between the Handwritings of City Dwellers and those from the Small Towns and Rural Districts?
2. That there are great differences in handwriting caused by following the various occupations and livelihoods?
3. That the handwriting of city dwellers shows a faster tempo than that of a person of equal calibre mind in small towns?
4. That men in the country attain a higher tempo than most women as their life is more full and their daily contacts more varied?

## A NEW READER INTEREST FEATURE

1. Send in your own handwriting, your full name and address and a short letter or sentence written by yourself.
2. WRITE IN INK—DO NOT USE PENCIL.
3. Give initials or name under which you wish Mr. Strange's reply to appear in THE DAILY MAIL columns.
4. If you live in Fredericton send a postal order for \$1.00 for a 3 months' subscription to THE DAILY MAIL which entitles you to a FREE CHARACTER HANDWRITING ANALYSIS.
5. If you live outside Fredericton send a postal order for 75c for a 3 months' subscription to The Daily Mail which entitles you to a FREE CHARACTER HANDWRITING ANALYSIS.

THIS OFFER ONLY APPLIES TO NEW THREE MONTHS' SUBSCRIPTIONS WITH POSTAL ORDER ENCLOSED.

James Strange conducts a daily column for The Daily Mail in Analysis of Character from Handwriting beginning April 7th.

AS A NOVEL READER INTEREST FEATURE THE DAILY MAIL OFFERS THIS FREE SERVICE TO YOU.

You will find much of interest, considerable amusement and perhaps something that may pique your vanity in your analysis as given by Mr. Strange. But on the other hand you may find a revelation which may surprise you of latent talents hitherto unrealized even by yourself!

YOU WILL BE AMUSED, INTERESTED, THRILLED AND PERHAPS AT TIMES  
A LITTLE PIQUED BY HIS FRANK READINGS