

Fisheries in province

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Cook Book, first published in 1956. The cookbook, which sells for \$1.25 per copy through the Queen's Printer, is now going into its fourth edition in English, French and third in French, making a total of over 60,000 copies which have been printed.

Among the many consumer publications available through the department are a number of special publications such as All About Fish, which was produced particularly for use in schools by home economics teachers, and a publication entitled Quick Recipes for Quantity Service which is designed for use by institutions which prepare large quantity meals.

The department also carries out a limited advertising campaign, as an adjunct to its main consumer education program. Advertisements are placed in mass circulation publications as an endeavour to make Canadian consumers more aware of the meaning behind the Maple Leaf designations of quality for fish and frozen fish products as well as to publicize the availability of the Department's fish cookbooks. Advertisements are also placed in foreign language newspapers in Canada to encourage those who have recently settled in this country to eat more Canadian fish products. These advertisements appear in Dutch, Chinese, Italian, Danish, Norwegian, German, Greek, Icelandic, Japanese, Spanish, Portuguese, Swedish, Finnish, Polish, Czech, Czechoslovak, and Russian. Processing wholesale and retail fish outlets also carry out continuing advertising programs in various degrees and, while promotional, all add to the education of the consumer.

OTHER AGENCIES
In addition to the work of the Department, in high school and university home economics and university home economics classes other agencies and groups are active in the education of the consumer with regard to fish and fishery products. Following is a brief review of some of these activities with which we are acquainted.

NEWFOUNDLAND
In Newfoundland, the Junior Quilts and 4-H Clubs are active in consumer education. The radio television network in that province brings to the Newfoundland housewife a weekly program sponsored by the Fisheries Department of Memorial University which, from time to time, deals with the handling and preparation of fish dishes.

The Canadian Broadcasting Corporation carries into Newfoundland a Toronto program entitled "The Market with Miss" into which the St. John's station inserts a local five-minute insert featuring the chief distributor at St. John's General Hospital, who generally deals with the nutritional value of fish as food. The CBC also presents a weekly program entitled "Kitchen Corner" featuring the nutritional adviser to the Newfoundland department of Health, who also outlines the value of fish as food and gives ways to prepare and serve fish.

PROVINCES
Nutritionists with the provincial department of public health in the Maritime provinces promote fisheries consumer education in lectures and short courses throughout the year.

The city of Halifax nutritionist frequently promotes fish by television and by her lectures and demonstrations to low income groups, as well as to professional classes at Dalhousie University.

The promotion of fishery products is related to consumer education and it should be mentioned that the Nova Scotia Fish Traders Association carries on a promotional campaign. During "Fish 'n' Seafood Week" the Nova Scotia Fish Traders Association places advertisements in local newspapers throughout the province and displays material is available to the supermarket chain. In 1962 the Association received a grant from the Government of Canada to distribute 10,000 school book covers promoting fisheries products.

There has been a continuing program of consumer education for many years in Ontario through the provincial health services co-ordinated with fisheries. Considerable work is done through Women's Institute 4-H Clubs and Churches at Revenue

Domestic in church parishes in the house and villages. Development work is also carried out on family size recipes. The CBC carries on its French language network a daily cooking program which often deals with fish cookery and the nutritive value of fishery products.

The federal and provincial home economists in Quebec co-operate in consumer education by participating in joint programs.

INLAND PROVINCES

Provincial departments and public utilities do some consumer education work in the inland provinces which is related to fishery products. The provincial information service and fisheries co-operatives in Saskatchewan have occasional projects to educate the consumer on how to buy and prepare fish for family feeding.

A power company holds three-day cooking courses twice yearly in Calgary and Lethbridge, and the home economist in charge uses one of the federal Department's fish recipe booklets in the sets of recipe booklets she distributes at that time.

In Ontario in 1963, the Ontario Frozen Food Council, working in conjunction with food editors, produced a complete 22-page newspaper section, which included do's and don'ts for the proper handling of fish and fishery products. Considerable consumer education is carried out in Ontario by the provincial government through Women's Institutes and 4-H Clubs.

Complementing the work of the Department home economist in British Columbia is that done by the home economist on the staff of one of the local fish processing firms, who carries out store demonstrations and gives talks to university home economics students, provincial government chiefs, the Vancouver Home Economics Association and the CBC's regional marketing program.

A group of British Columbia fish processors has embarked on a public relations campaign which is designed to acquaint the Canadian consumer with how to buy and prepare Pacific Coast fishery products for the table.

The home economists of the British Columbia hydro are also active in British Columbia in consumer education, and demonstrations and hints on preparing fish are given from time to time.

WARSHIPS FROM RUSSIA

JAKARTA (Reuters)—Russian ambassador N. A. Michailov will present nine warships to the Indonesian government April 16, the navy announced Tuesday. The two destroyers, two frigates, two minesweepers, two transports and a tanker are part of an order by the Indonesian government.

REVIVE HEAD CUTTING

KUALA LUMPUR (AP)—Temenggong Jugh, paramount chief of Sarawak's Dyak tribe, told a political rally at Penang that when and if Indonesian

guerrilla infiltrators show up "we will have to revive the old Dyak tradition of head hunting and cut off their heads as decorative ornaments for our long-houses."

NUCLEAR SCHOOL
A school of nuclear technology is to be established at the Australian Atomic Commission's research centre near Sydney.

Fur, Fin and Campfire

By BILL BERO

TARPON A FIGHTING FISH AVERAGE ABOUT 60 LBS. IN SIZE BUT A RECORD CATCH IS LISTED AT 255 LBS.



VETERAN TARPON ANGLERS USE MULLET FOR BAIT. CUT HEAD OFF MULLET FIRST. WIRE LEADER IS THRU MOUTH THROUGH MULLET WITH HOOK ON. PULL LEADER THE POINT OF HOOK IS EXPOSED, THE BEND SUPPORTS BAIT.



WHEN A STRIKE IS MADE AND THE BEAK OF REEL IS PUT ON TARPON WILL LEAP OUT OF WATER, THEY'LL THRUST SO MUCH THAT THE BAIT WILL SLIDE OUT AND BE GO FISH OF THE LINE.

IT'S A FACT!

Every year more and more trawler and dragger fishermen in The Atlantic Region put their trust in the

Famous Opposed Piston Marine Diesel Engine

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Indications for the coming year, 1964, point to even greater achievements, with many trawler marine engines now on order from all parts of the Atlantic area.

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