

# N.B. Potato Firm Finds New Markets In Europe

By FRANK SULLIVAN  
SALMON FALLS, N.B. (AP)—If contractors could bridge the Atlantic Ocean with potatoes, McCormack and Zatzman Ltd. could supply the spuds.

This week the 33-year-old Saint John import-export firm is completing a single order of more than 400,000 bags for Portugal that could supply the average weekly potato requirement for the whole of Canada.

Valued at more than \$1,250,000, it opened another market that has never received Canadian potatoes, says president Charles Zatzman.

Earlier this season the company entered markets in Italy and Belgium. Company markets had been established previously in other European, South American, West Indian and some new African nations.

The potatoes are a white-fleshed table variety. European sales were mainly in yellow-fleshed potatoes until McCormack and Zatzman introduced the white-flesh type in Italy, Belgium and Portugal.

There had been a consumer resistance in these countries to any potato other than those normally used, Mr. Zatzman said.

"But the superior quality of our New Brunswick potatoes and the careful control exercised in the growing, packing, inspection and shipping all result in these potatoes arriving on the market in excellent condition."

**BIG FREIGHT BILL**  
Movement of more than 400,000 bags of potatoes to the dock in 800 insulated, temperature-controlled railway cars—about six miles of rail cars—represented a freight bill of more than \$14,000.

Most potatoes shipped by the company are bought in the New Brunswick potato-growing belt between Woodstock and Grand Falls on the Saint John River. Some are loaded at Searport, Me., where heated loading facilities make handling easier.

"It is imperative that the port of Saint John have more heated facilities for loading potatoes because during the period we were loading one boat at Saint John we could have loaded and sailed three boats from Searport," Mr. Zatzman said.

"One of the key projects for the Atlantic Development Board should be the immediate implementation of greater heated facilities for handling potatoes and other perishable products," he said. "To make money, we have to spend money."

Some Portuguese buyers supervising loading of freighters here were pleased with storage conditions used by New Brunswick growers. "But they were sadly disappointed when they saw the very limited facilities available for loading."

"They had wondered if Canada intended to remain in the potato exporting business, or was it just a passing phase."

**TASTE ACQUIRED**  
Outlook for New Brunswick potato farmers is bright because markets with a great population now have acquired a taste and a demand for them, Mr. Zatzman said, but sales in

Europe this year should not be delayed.

"There are tremendous surpluses of potatoes in Europe, and any sales that are to be started within the next few weeks."

When normal weather returns to Europe, prices will decline because new crops will be started.

Mr. Zatzman said his company recently established an office in Spain because that country has a flourishing, growing, free economy with President Franco only acting as a benevolent director.

"Spain was a good entrance to the European market."

McCormack and Zatzman Ltd., said to be the largest potato shipper in Canada, also exports sea products. On Grand Manan Island in the Bay of Fundy, the firm annually cures and packs more than 100,000 boxes of smoked herring for export.

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ing in the Mediterranean area. "Furthermore, the surplus stocks in Europe will force prices downward so that it's in the best interests of Canadian growers to complete their shipments before the downward trend."

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## Visiting Prince Is Ill With Flu

OTTAWA (CP) — Prince Albert of Belgium was confined to bed here Wednesday with a 103-degree temperature after coming down with what was officially called "a light attack of influenza."

A communique from the Belgian embassy said the prince would remain in Ottawa for two or three days before he re-

sumes a Canadian schedule that was to take him to 12 cities in as many days.

The 28-year-old brother of King Baudouin of Belgium became ill around noon Wednesday after paying calls on Prime Minister Diefenbaker, a visit to Commons Speaker Marcel Lamontagne and Senator George S. White.

He seemed in fine health and spirits while touring the Parliament buildings for more than an hour after his call on the prime minister but complained

of his indisposition shortly before he was scheduled to attend a luncheon with Governor-General Vaizey.

The communique issued by the embassy said most of the functions scheduled for the next few days would have to be cancelled. Where possible, the ambassador would fill in until the prince was well enough to travel.

**FIRE KILLS FOUR**  
NEWARK, N.J. (AP)—Four persons were killed in an apartment building fire Wednesday

including a woman who plunged from a fourth-floor window and crashed into the street.

The other three victims, all men, were found in rooms on the first floor of the four-story building. Eighteen were injured, including fireman Arthur J. Farrell, 39, when the woman slammed into his leg as he turned to get a ladder for a man standing in a second-floor window.



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## Reuters Announced

LONDON (Reuters) — Gerald Long, 39, was appointed general manager of Reuters news agency Wednesday to succeed the late Walton A. Cole.

Reuters chairman John L. Burgess announced the appointment after a meeting of the board of directors which also named three deputy general managers.

They are Canadian-born Stuart Underhill, Doon Campbell, who carries the additional title of editor, and A. P. Crosby.

The appointments were announced a few hours after a memorial service had been held in St. Paul's Cathedral in London for Cole, who died at his desk Jan. 25 at the age of 50.

The new general manager began his journalistic career years ago as a copy editor and reporter at Reuters' head office in London.

**CAMBRIDGE GRAD**  
Born in York, Long studied at Cambridge until his university career was interrupted by the Second World War. He was in the army from 1943 to 1947. During the last two years of his army service he was attached to the occupation forces in Germany on information control work and helping to establish the post-war German press.

Before joining Reuters at the end of the war he returned to Cambridge to earn a degree in modern languages. He speaks French and German fluently.

His Reuters career has included working as a correspondent in Germany, Turkey and France. He was news editor in Paris and in October, 1956, became the agency's chief representative in Germany.

He returned to London in December, 1958, as an executive in charge of special responsibility for Reuters' affairs in Germany.

Long is married and has five children — three girls and two boys ranging in age from two to nine.