

Canada Life Elects New President



E. C. GILL

E. G. BAKER

E. C. Gill, formerly vice-president and general manager, has been elected president of The Canada Life Assurance Company.

E. G. Baker, formerly president, becomes chairman of the board. A. N. Mitchell, chairman since 1946, is continuing as a member of the board of directors.

TORONTO, Jan. 24—(CP)—Dr. Muriel Roscoe, Dean of Women at McGill University, Montreal, will be leader of the 50 Canadian girls visiting Britain this summer under an exchange plan sponsored by W. Garfield Weston, it was announced tonight. Fifty British girls visiting Canada will be led by Odette Churchill, a heroine of Britain's Secret Service in France. The Canadians, now being chosen from schools throughout the Dominion, will sail from Montreal, July 13, returning to Canada late in August. The Britons will spend August in Canada.

Outpost In China

By Val Gleigud

Continued

CHAPTER XVI

THE BRIGAND IS UNMOVED

Faced with the ultimatum of a raid on Tan Fu—delivered with an agreeable casualness more appropriate to an invitation to tea in the cathedral town in England—the two Englishmen could only regard one another blankly.

Rather oddly, it was Gerald Havelock who first found his voice. "I think not," said he. "There's a gunboat at Chungking. She can be up here in plenty of time, if I send a message to her commander."

Wu smiled pleasantly, less at Gerald than upon the world at large.

"To see what is right," he observed, "and not to do it, is want of courage."

"What do you mean by that?" demanded Gerald angrily.

Wu spread out his hands upon the table before him. "It is proverb of our country," he answered quietly. "You see what is right, Mr. Havelock—but you will do it."

"And why not?" asked Patrick James.

Wu turned courteously to the missionary. "Mr. James I do not think that Mr. Havelock is a fool—though he is young. He dare not send for the gunboat. It would be folly. The country between here and Chungking is in my hand. No message could get through. If the boat were here it would not dare to open fire. These incidents are no longer popular with your countrymen, Mr. James. I am in relation with the Republican authorities of China, who pay my soldiers."

"You're nothing but a brigand," began Gerald; then he saw the warning look in James' eyes, and changed his tone. "What on earth have you to gain by violence, General? If you hold your hand, I might persuade my Company to pay you some kind of monthly subsidy—on condition that you guarantee the safety of Tan Fu against other—marauders."

Patrick James frowned ferociously on this, but Gerald took no notice. "Well, General?"

"Fine words!" said Wu Tso Ling slowly, "and an insinuating manner are seldom associated with true virtue."

"Confound your virtue and your proverbs!"

The General ignored the outburst. "You will pay, Mr. Havelock?"

"I said—No!"

Wu rose ponderously to his feet, pushing back his chair. "The superior man," he said, "has neither anxiety nor fear. I shall be here a little before sundown for the money."

Gerald rose in his turn. "You couldn't bluff Mr. Dale, General, and you can't bluff me! I may not send for the gunboat—but you won't sack Tan Fu!"

Whether from the mention of Leslie Dale's name causing a certain uneasiness in the bandit's mind, or from a determination to scare Gerald Havelock thoroughly, Wu for the first time in the course of the interview displayed anger.

"To sack Tan Fu would be a righteous act!" he said. "It is only a shelter for foreign devils! The mind of the superior man is conversant with righteousness."

"And yet," interrupted Patrick James smoothly, leaning back in his chair, and locking at the Chinaman over coolly, "for fifty thousand dollars you would refrain from that righteous act! I know some of your proverbs too, General. The mind of the mean man is conversant with gain."

He smiled politely. Equally politely Wu dropped his assumption of wrath as quickly as he had picked it up, and smiled back. "I am indebted to you, Mr. James. My scholarship is not quite what it was!"

"YOU HAVE HEARD MY TERMS"

Gerald had no intention of seeing the initiative in the negotiations pass from his own hands to those of the missionary.

"Surely we can be sensible—come to a reasonable compromise?" he protested.

"Mr. Havelock you have heard my terms."

Patrick James yawned vastly, displaying his many large and excellent teeth.

"You realize General, this means a fight if you persist?"

Wu shook his head, as if in melancholy regret. "No, Mr. James. I understand the position of Mr. Havelock perfectly. He is bound to do all he can to save the money of his Company. He has tried. But he has paid me too much money already to be able to convince me that no more is forthcoming. The man of virtue makes the difficulty his first business, and success only a subsequent consideration. I advise him therefore to continue to think of his difficulties. He will pay, and I shall be happy to appreciate him as a friend. If, by any

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Sees Advertising Big Need In Fish Marketing

"Let the fishing industry hire the same experts in advertising that the soap, the drug and tobacco people use and get the results in increasing sales that is accruing to those firms," Mr. T. H. White, Charlottetown, Past President of the Canadian Restaurant Association (Maritime Branch) told the members attending the fifth annual East Coast Fisheries Conference here Wednesday afternoon.

Mr. White was talking to the group as a discussion leader on a topic regarding the consumption of fish. Other discussion leaders were Messrs. Loran E. Baker, Director of Inspection and Consumer Services and A. L. Collings, Montreal.

Mr. White told the fishermen that if they wanted to sell their product they would have to advertise it properly. He condemned as futile the sympathy and statistical methods which had been used during the past year.

He suggested that the fishermen try to sell the doctors the medicinal values of fish. He recalled how the sale of liver jumped when medical men prescribed liver to anemic patients and stated that fish has far more medicinal qualities than liver.

Products that are much harder to sell than fish have mushroomed their sales to almost fabulous prices," he stated. Among the products he enumerated were tooth paste, soaps, antiseptic and tobacco. Tobacco salesmen, he noted, asked that their product be bought because it was not as harmful as that of their competitors.

He urged the delegates to sell themselves first and then by other means in their power try and sell the general public. A vigorous advertising campaign should triple the sale of fish the first year, he stated.

U. K. Reluctant To Follow U. S.

Attention should be given to export packaging. Another American fish business man stated that the products should be packaged in smaller units. "The people with whom you are dealing want small packages. They are the people of the heat, eat and run like hell class."

The session was held to discuss the "Export Market for Fisheries Products in the light of the present International Situation." The discussion leader, Mr. G. A. Newman, Director of Export Division, Ottawa, summed up the situation by saying, "The market for fresh and fresh frozen fish was good, the salt fish market was about the same as 1950 and canned fish presented no problem."

One American dealer noted that overseas countries were increasing their fishery production and selling their products cheaper than most of the Canadian dealers. He thought the Dominion Government might have to subsidize some fishery commodities.

Mr. Homer Zwicker of Halifax stated that the Scottish Co-operatives had secured the Trinidad market. This organization, a very wealthy body had put on big advertising campaigns to capture the market and were selling "Ling," a poor product, he added.

Mr. Loran Baker in his remarks told the delegates that it was up to the industry to advertise their products. The Government would try to stimulate sales by providing information to food editors and radio programs but would not take an active part in advertising, he stated.

The processing of a high quality product which reaches the consumer at top grade was unanimously agreed upon as being one of the most effective means of advertising the fisheries products.

One Montreal delegate stated that on his way to the Conference he had ordered a fillet on the carvery Abegweit which must have been three weeks old. He told the delegates that tourists, coming here, certainly would not be inclined to eat fish if they received similar quality products.

Mr. Eugene Gorman of the Extension Department of St. Dunstan's University, stated that he was sorry to say it but the conditions regarding fresh fish here would not be very much better in the middle of summer.

He pointed out that local suppliers here had to fight an uphill grind because they were tied in with big buyers who demanded that they be supplied with fresh fish the year round. He recounted his own experiences, incurred when selling fish when he would be called into the Charlottetown to talk with the top brass.

During the first business session the delegates were urged to advertise their fillets in the United States by Mr. D. A. Doran of Boston. There is where you can do a job for increasing your sales, he stated. The U.S.A. can not possibly produce enough fish to fill her own demand.

Mr. Harrison urged that more attention should be given to export packaging. Another American fish business man stated that the products should be packaged in smaller units.

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