# Hon. Angus Will Address Fisheries Council At Ottawa

Federal Fisheries Minister J. Angus MacLean will address the Canadian fishing industry April 8 at a luncheon opening the Annual Meeting of the Fisheries Council of Canada in the Chateau Laurier Hotel, Ottawa.

On hand to hear the fisheries minister will be representatives of the industry from Newfoundland to British Columbia and members of the House of Commons standing committee on marine and fisheries.

**MARKETING**

The three-day industry meeting will lead off the morning of April 6 with a session on ways and means to improve the merchandising of fish. This marketing session will be conducted by the Hon. James Sinclair, President of the Fisheries Association of B.C., a former federal fisheries minister.

Members of the panel of which Mr. Sinclair will be moderator are: Mr. A.H. Mathieu, General Sales Manager, Robin Hood Flour Mills Limited, Montreal; Mr. Ward F. Parker, Head of Merchandising Committee, J. Walter Thompson Company, New York; Mr. Tow W. Brown, Toronto restaurateur; Mrs. Dorothy S. Dew, Toronto, Marketing columnist; and Madame Jehane Benoit, Westmount, Que., food consultant and radio and T.V. personality.

Discussion on subnects closely related to marketing will continue in the afternoon under the chairmanship of Fisheries Council President H.D. Pyke.

**OYSTERS**

Tuesday morning, April 7, the Industry Advisory Committee on oysters will meet under the chairmanship of Deputy Fisheries Minister George R. Clark.

At noon on Tuesday, Canadian fillet exporters supporting the joint U.S. promotional program will hold a luncheon meeting. The meeting will be conducted by Mr. Pyke and U.S. participants will include Mr. Murray Wheeler, of Washington, Director of the National Fisheries Institute promotional program; Mr. Roy Duggan Georgia, Chairman of the N.F.I. program; and Mr. F.M. Bundy, Gloucester, Chairman of the U. S. 'Fish' in Seafood Week Committee'.

**INDUSTRY-GOVERNMENT**

In the afternoon, a two-hour industry-meets-government session will be held. Moderator will be Mr. Gordon C. O'Brien, Manager, Fisheries Council. Panelists will be Mr. George Clark, Fisheries; Mr. J.L. Kask, Fisheries Research Board; Mr. G.R. Paterson, Trade and Commerce; Mr. James McGregor, Unemployment Insurance Commission; Mr. Alan Cumyn, Board of Steamship Inspection; Mr. R.C. Laberge, National Revenue; Mr. George Glass, Finance; Mr. L.C. Audette, Canadian Maritime Commission; and Mr. A. Hollett, National Health and Welfare.

Wednesday morning, April 8, will be devoted to Council business. Later in the day, Mr. G.R. Paterson will address members of the Canadian Salt Fish Industry. His address will be based on a statement on "Marketing Organizations in Other Countries" prepared jointly by the departments of Trade and Commerce and Fisheries.

**SELLING**

At this same session, Mr. E.J. Wolff, Export Manager of the Quaker Oats Company, Peterborough, will speak on the experiences of the flour milling trade in selling to the Caribbean area. This is an important market for the salt fish industry.

Also that afternoon a session will be devoted to fish wholesaling. Mr. R.E. Matthews, Council member from Toronto, will be chairman. Speakers will include Mr. C.J. Winsor, General Credit Manager, Canada Packers Ltd., Toronto, who will discuss credit; and Mr. Waller R. Meier, President, American Seafood Distributors Association, Milwaukee, Wis., who will talk about general wholesaling probems.

# P.E.I. Jersey Is Of Famous Stock

The family of a bull purchased some time ago by the P. E. I. Jersey Club is a famous one in Jersey breeding circles. Many will remember that some twelve or fifteen years ago, the Jersey Bulletin conducted a poll to find out what cows in the breed were highest rated as outstanding Dams by Jersey breeders on this continent.

**THREE OF FIVE**

Out of that survey, B.H. Bull and Son had three of the top five cows. The first was Jester's Royal Maid and, then Brampton Lady Basilua and Brampton Basilua. Time has not detracted from their glory.

Take Jester's Royal Maid for instance. For some years Brampton Jester Basil has been a Senior Superior Century Sire with 160 tested daughters that average 8,643 lbs. milk and 493 lbs. of fat with 218 classified that average 87.8 per cent. He has 52 Excellent daughters.

Brampton Jester Basileus, a full brother of Brampton Jester Basil, is also a Senior Superior Century Sir with 101 tested daughters that average 8,634 lbs. of milk and 476 lbs of fat. He has 100 classified daughters that average 88.25 per cent. Both bulls are classified Excellent.

These two, plus Brampton World's Records make three Century Sire sons for Brampton Basileus. Brampton World's Records rating on 120 tested daughters is 9,961 lbs of milk, 549 lbs of fat, with 113 daughters classified that average 86.76 percent.

Another full brother of Brampton Jester Basil and Brampton Jester Basileus is Brampton Royal Maid's Basil Excellent another Senior Superior Sire. He has 82 tested daughters that average 9,533 lbs of milk, 515 lbs. of fat. His 87 classified daughters have a rating of 87.39 per cent.

There is another pair of famous sons of this cow, the full brothers Brampton Jester Standard and Brampton Jester Standard 2nd.

**P.E.I. SIRE**

Brampton Jester Standard 2nd is Excellent, is a Superior Sire, and in the United States he has 51 tested daughters that average 9,328 lbs. of milk and 504 lbs. of fat. 56 classified average 87.41 per cent. In addition, he has several tested and classified daughters in Canada.

Brampton Jester Standard 2nd Superior Gold and Silver Medal Sire, unlike his four famous brothers, spent his days in Canada and his 76 tested daughters average 8,533 lbs of milk and 497 lbs. of fat. His 80 classified daughters rate 84.88 per cent. He too, is Excellent. He has some 20 tested and classified daughters in the United States so he is pretty close to a Century Sire.

These are the Superior Sire sons of one cow. One Superior Sire son is no mean accomplishment, but when five blossom forth with high ratings, that is real news.

Brampton Jester Standard 2nd was used in the herd of Alfred Bagg and Sons, Edgeley, Ontario, then was purchased by the P.E.I. Jersey Club, where he sired many outstanding sons and daughters.

**MISSILE SUPPORT**

WASHINGTON (AP) — The army announced Wednesday a second Redstone ballistic missile group will leave for Germany next month to provide further fire support for NATO ground forces. The unit has 650 officers and men and two Redstone firing batteries. Each battery has one launcher to hurl the 200-mile range missile which can carry a nuclear warhead.


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"Yes, girls, I've seen them all. The big city stores — the neighborhood stores—the big stores—the small stores. I've compared furniture item for item—quality for quality—and price for price. I have to—I operate on a budget, same as most of us do. And if one woman's shoe-leather campaign means anything, it's this: C&S is not expensive.

"Sure, C&S has a name for good taste and famous brands and decorating skill and all the rest of it. But do these things make C&S expensive? Not for my money. I didn't discover a single store that priced the same kind of furniture at a penny less than C&S!

"I can understand how some people might get the impression that C&S is expensive. It's a good firm with a big reputation. It's such a fine-looking store, and so full of exciting new ideas. It's never gone in for sensational or week-in, week-out 'specials'. I had the same impression myself.

"But not now. Not after what I've seen. I got the facts and figures—and now I know that C&S has one of the best selections of good furniture to be found anywhere. And its prices are no higher than any other reputable dealer's. Sometimes they're even lower! You'll be smart to prove it to yourself."

P.S.

"My shopping trip convinced me of one more thing, too. No other store offered me an easier or fairer way to pay than C&S's Budget Payment Plan. C&S requires only a reasonable down payment—mainly to protect me—and the finance charge is most nominal. You can also use C&S's 90-day plan or straight 30-day account, if either suits you better."

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C & S

"Let me tell you about some of the things I found at Crockett and Storey Ltd.
"First of all, traditional furniture. C&S has 3 floors of it! I saw smart platform rockers constructed by Kroehler for comfort and covered in extremely fine covers for only $54.50—and the most beautiful sofas with matching chairs at prices that are really so comfortable. Maybe this will amaze you as much as it did me—for only $279.95 at C&S you can get a sofa and lounge chair, both covered to order in your choice of fabrics plus 3 mahogany tables!
"I was just as impressed with C&S's bedroom and dining room selections. Never did I dream there was so much from which to choose. Because I particularly desired a traditional suite the never tiring salesman brought forth illustration after illustration, he was so much help, and the prices were so surprisingly low.



"C&S's Bedding Dept. was next on my tour. And girls, I was wowed! I saw mattresses at $29.95 and $39.95 (which would be fine for our spare room and summer cottage) at $49.50 and $59.50—right up to $94.50. From my talk with the salesman I am certain that C&S take mattresses very seriously — they think that the mattresses are the most important articles of furniture in the home. And when you really think on it, they are right.
"I learned that C&S will order oversized mattresses, springs and bed rails for me without batting an eye. And I've got to tell you about C&S's Simmons Hide-A-Beds and Kroehler Sleeper-Lounges. From the service I received, the help given and the variety from which to pick, I know that C&S must sell by far the most of those bed chesterfields sold.

"I'd always thought modern furniture was something you had to go to Montreal to get—but not after I had spent some time with the helpful salesman at C&S. By using illustrations and with sample fabrics he was able to explain fully to my satisfaction how to expand on the variety of styles available beyond those lovely articles which were actually in stock.
"I won't even attempt to name the famous lines—they're so many. But you'll be as interested as I was to find that Kaufman Talisman grouping is exclusive with C&S. And that perfectly thrilling new Contour grouping by Gibbard—especially the dinette.
"Oh, there is so much to tell you about the furniture I saw at C&S—you'll just have to go in and see for yourself. And don't be afraid to talk to the salesmen—they will help you, no, absolutely no high pressure. You'll have fun too.
"I could go on and on—tell you all about C&S's Colonial section where I was specially impressed by the most wonderful Solid Rock Maple by Vilas—and the protection given this furniture by the proven Vilaseal finish!

"I had not realized that you could buy Vilas Rock Maple furniture for every room of the house—but there it was, and so much of it.
"Another real surprise was the fact that C&S have a wonderful variety of carpeting right in stock—and from the additional carpet samples carried I can get just anything I want. Broadloom. I learned is a specialty and they can install a carpet wall-to-wall in my home at just about any price I want to pay.
"But I'm sure you get the idea by now. For me, there's no place like C&S. And it's definitely NOT expensive!"