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The Price Must Be Right

HOW MUCH fish can Canadians eat? If the present trend of marketing B.C. salmon continues, they are going to have to eat much more than they do now to keep the industry alive. This, of course, is no epicurean hardship. Our coastal fish is tasty and, like most seafood, has high nutritional content.

At the same time, it presents the industry with an anxious situation if it has to depend on one national appetite to keep it in operation. Yet the statistics contain a warning that this may be its fate. According to figures compiled by the B.C. Fisheries Association, domestic consumption took care of 35 per cent of the B.C. salmon pack before the war. By 1950 the figure had risen to 61 per cent and is probably higher than that now.

Against this is the fact that the sale in Commonwealth markets has fallen from 49 per cent to what is now estimated at about five per cent. Other export markets, with increasing uncertainty, have taken up the balance.

To us on the coast, the fine flavor of our fish may be obvious. But it is another matter to sell the product to Canada as a whole when almost every region has a native dish which it considers superior to anything else. The Fisheries Association puts the problem in this way:

"Before the war, Commonwealth countries were the biggest buyers of B.C. canned salmon, taking about half the annual pack. Foreseeing the loss of much of this Commonwealth trade, the industry turned to the Canadian market as early as 1948. By an aggressive promotion campaign it has pushed domestic sales from a pre-war average of 500,000 cases to as high as 900,000 cases."

To create a Canadian appetite has cost the industry \$800,000 in the past four years. It would seem, therefore, that if there are some Canadians who are not yet convinced of the desirability of this product, they never will be.

"We have to remember that canned salmon is not a necessity, like wheat or rice or base metals," the association remarks. "Canned salmon has worldwide consumer acceptance, but it must fit the consumer's ability to buy. In all countries which have few dollars to spend and living standards lower than Canada's, canned salmon, except for limited quantities of pinks or chums, is a luxury product."

The whole problem seems, therefore, to revolve about this one point: the price and taste of food are part of the same recipe. Put in too much of the first, and the second seems to diminish.

Scripture Passage for Today

"He that believeth on me, hath everlasting life."
—St. John 6:47.

LETTERBOX

BEAUTIFY THE CITY

The Editor,
The Daily News—
I wish to extend my sincere appreciation to you and your staff for the co-operation you have shown in printing my recent two letters—one recommending "Patrols" and the other regarding "Prince Rupert Benevolence."

In my daily routine of delivering milk, I often have the opportunity of "gossiping" with the ladies of this town. The fear and sometimes almost terror with which they consider the prospect of walking Prince Rupert streets at night is alarming. It will be my continual prayer to God that this situation will be remedied as quickly as humanly possible.

As far as the unsightly condition of Prince Rupert is concerned, I note with great pleasure that many are considering planting flower and vegetable gardens and repairing broken-down fences and decrepit sidewalks.

This in itself should induce the city fathers to take a far

greater interest in their end of the deal—sidewalks, streets, brush clearing, etc.
In the matter of clearing brush from vacant lots, why not enlist the aid of citizens willing to give some of their spare time to beautifying the community in which they live? Put my name down for one.
EDWARD W. GREEN.

B.C. Douks May Enter Costa Rica

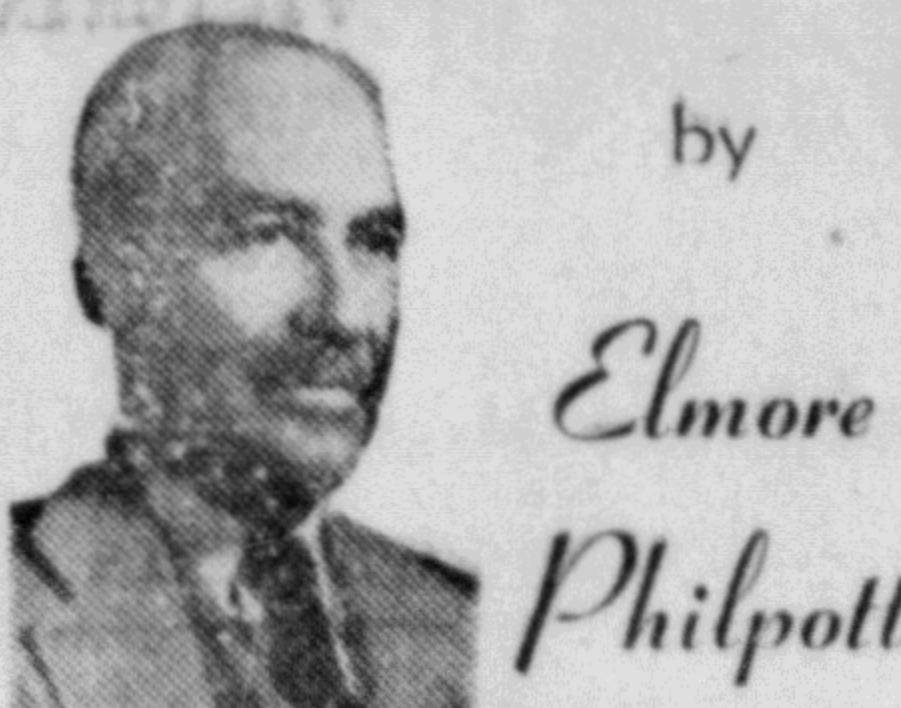
VICTORIA (CP)—Attorney-General Robert Bonner said Thursday night he has received word British Columbia Douks may enter the Central American republic of Costa Rica "just as any other immigrant."

He told the Legislature negotiations between the Sons of Freedom leaders and Costa Rican officials have been "unexpectedly successful."

He said he did not know whether the Doukhobors wanted to take advantage of the situation but he said they now knew there is a promised land to go to.

Members of the sect have long talked of leaving British Columbia, but the problem has always been to find a country willing to accept them.

As I See It



Malenkov Facts

MY wisecracking friends ask: "What is the difference in the world since Stalin died?"

"Give up."
"Under Stalin, western leaders had a acute melancholia—they knew what was coming. Under the new regime the west has acute Malenkovia—they don't know what's coming."

HERE are some facts about Georgi Malenkov, the new Premier of Russia.

He was born January 8, 1902, at Orenburg (now Chkalov), south of the Ural Mountains. He is of Russian Cossack origin—middle class.

Height five feet seven inches. Weight two hundred and fifty pounds.

Joined Red army 1919. Joined Communist party 1920. Attended the Moscow Higher Technical School. Came under notice of Lazar Kaganovitch (the only powerful Jew who has survived in key position from 1917 till now).

Malenkov was made Stalin's personal assistant sometime between 1925 and 1930. In the thirties he slowly but surely worked his way to top of party machine.

When Nazis invaded Russia Malenkov became Stalin's chief aide in boosting vital production. He had charge of tank and plane production and accomplished marvels. He obviously used many of same tough qualities that Beaverbrook used in Britain or C. D. Howe used in Canada. He publicly attacked "windbags and time servers" in high places and fired Molotov's wife and Kaganovitch's brother from top jobs. (Both of those fired were Jewish.)

THE ABOVE are about all the hard facts we have so far on Malenkov. We have some human interest sidelights, however, in the new book by Stalin's nephew "My Uncle Joseph Stalin." In this he is shown as a very hard worker—putting in up to 16 or 18 hours a day.

The New York Times says, "All work and no play has made him dull—and powerful." But the book shows a comic and maybe significant sidelight. Malenkov and Marshal Zhukov were playing volleyball. Malenkov insisted on punching the ball, which, Zhukov claimed, was illegal. Stalin, watching from the sidelines, said no, that was within the rules.

But when one cannon shot ball hit Zhukov in the nose the marshal swore like a trooper and called Malenkov a blinky-blank bland S.O.B. Malenkov rushed up, fist doubled, to fight. Stalin afterwards remarked to the nephew, "Malenkov is as stubborn as his friend Molotov."

APART from above we have vague rumors. One is that Malenkov was originally a Trotskyist but switched very quickly. Another is that just before the new get-tough line was adopted by Russia around 1947 Malenkov and Zhdanov led the two opposing schools in the Kremlin. Up until recently it was always held that it was Zhdanov who was the "get tough" boy and Malenkov who was for live and let live with the west.

The truth is—we do not know. But the Jews are mostly inclined to be inclined toward conciliation with the west—and the finger of circumstantial evidence for the new Russian anti-Jewish line points directly at Malenkov.



SCYTHES AND OTHER HAND TOOLS, previously unknown in Ethiopia, have been introduced and demonstrated on a preliminary scale by the food and agriculture organization, a branch of the United Nations. It is an effort to improve Ethiopians economic conditions by introducing better methods of producing, processing and marketing the present output of agricultural products. An Ethiopian, Kassahun Abdora, an assistant to a UN small farm expert, demonstrates how to sharpen a scythe.

OTTAWA DIARY

By Norman M. MacLeod

Opinion in the Cabinet here is that Hon. Lester B. Pearson—better known in these parts as Hon. "Mike"—still will be chosen for the key job of Secretary-General of UNO.

The Russian veto of last week isn't regarded as final. Actually, the Russians are said to have voted under pressure. The story is that they asked for time to consult Moscow before casting their vote for or against Pearson. Ordinarily, their request would have been granted. But pro-Pearson circles feared that if the vote were postponed the United States would use the time to round up support for their candidate, Brigadier Romulo of the Philippines.

Consequently, the vote was taken as scheduled. But its purpose—according to the story—seeping back to Parliamentary circles here—was to secure the elimination of Romulo and to clear Pearson's path as a compromise candidate.

On another vote it is felt that Russia may very well reverse its stand of last week and accept the Canadian External Affairs Minister. The reason the Soviet delegation voted against him last

week is said to be the simple fact that Moscow hadn't forwarded the necessary instructions to vote for him. Consequently, the Russians at UNO weren't taking any chances.

PARADOX

The curious feature about foreign affairs developments of the past week is the optimism that they have inspired in government circles here. The prevailing feeling is that the cause of peace is brighter than it has been for a considerable time. This view persists despite the action of the Soviets in shooting down British planes in Germany. The feeling here is that the plane shootings were possibly the work of irresponsible Russian zealots, but that the bids for peace made by newly-installed Premier Malenkov were the considered overtures of the head of the Russian state. Under the circumstances there is a disposition to overlook the plane incidents and to pin Western faith on the spoken word of Malenkov.

It's admittedly a far cry from the old days when any indignity to a British subject in foreign parts used to be followed automatically by avenging appearance of the British navy or British army. But everyone on Parliament Hill realizes that those old days of Imperial greatness have passed away. On the whole, they're not sorry that they have.

With belief in Hon. "Mike" Pearson's UNO appointment growing, there is enhanced speculation concerning the probable new appointee to the External Affairs portfolio. It is agreed that choice lies between Health and Welfare Minister Paul Martin and Defence Minister Brooke Claxton. At the moment Martin appears to be the favorite.

MILESTONES

From the Files of The Daily News

40 Years Ago Today

Mr. Donaldson, vice-president and general manager of the GTP, is in town inspecting sites for the station and hotel. Mr. Donaldson said the new hotel, which will be started next year, will probably be situated where the Annex now stands on Second Avenue.

30 Years Ago Today

Despite a petition signed by 730 people and a delegation of clergy and private citizens, the city council refused to set up a conciliation board for civic employees in their recent wage dispute.

20 Years Ago Today

At the annual meeting of the Prince Rupert Tennis Club, Alex Mitchell was elected president; Jack Hinton, vice-president; secretary, Phil Edgecombe; and executive, Miss L. Frizzell, E. Wilding, B. Currie, R. Gregor and F. E. Robertson.

10 Years Ago Today

Thirty-four teams are entered in the forthcoming bridge tourney under the auspices of the Queen Mary Chapter, IOOE.

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Ray Reflects and Reminisces

The California Assembly recently passed a bill providing a year in jail and a thousand-dollar fine for making an unprovoked attack on a newspaper reporter or photographer while engaged in legitimate duties in a public place. Cartoonists may just as well remain watchful and on guard.

Ten physicians attended Stalin in his last illness. A few weeks previous to this, three or four other Russians, also of some note, passed away. They were treated by seven doctors who were jailed. One can speculate if he feels that way.

It's beginning to look like Doukhobors living in British Columbia may be moving to Costa Rica, where there's no cold weather, flowers and sun, and no enforced military duties. Like enough, one can find snakes with fangs and occasional hurricanes but one hasn't been introduced to them yet. To disrobe will, of course, be natural enough.

In a health column it is claimed that an air bath or a scented tub bath is a great aid to relaxation. That is, if the telephone doesn't ring. The door bell could be a bit embarrassing as well.

The way they drive you'd actually think some motorists owned their cars the way they speed them.

There's all sorts of excuses. This one, for example: The husband of a Baltimore woman, under arrest for drunken driving, had to explain to the police why, at 3 a.m., he was following her in another car without headlights. It seems he had some mail he wanted to give her.

Prospective settlers moving to Canada and unable to speak the language may perhaps be trying to learn it, and if they plan on staying, they can't start too soon. But there is little to indicate this. The job is not easy, yet it's vital. Which reminds one of the bilingual stranger when he first discovered that if he was quick he was also fast. "If he drank too

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