

New Zealand Cheese Import Won't Have Serious Effect

BY H. R. HARDY
(Journal Staff Writer)

OTTAWA — The importation of close to 3,000,000 pounds of New Zealand cheese should not seriously affect Canada's cheese market, officials of the department of agriculture said Wednesday.

They admitted, however, that if additional substantial amounts were purchased by Canadian importers, serious interference with Canada's cheese marketing system could very easily result.

In other words, they believe that the domestic market will be able to absorb the 3,000,000 pounds of New Zealand cheese without affecting the price of the Canadian product.

Key to Canada's cheese marketing plan is the Ontario Cheese Board, through which all cheese produced in the province must be marketed.

As Ontario produces 61 per cent of all Canadian cheddar, it is pretty well set for the price for all Canada.

The other most important cheese producer is Quebec, which last year had a production of 14,500,000 pounds. It is marketed by the individual producers, but the price usually follows the Ontario price very closely.

A non-profit organization, set up under provincial legislation, the Ontario Cheese Board also plays an important part in Canada's cheese export program.

SELLS TWO CENTS LESS

It sells cheese to the United Kingdom for 27 cents although its sales to domestic dealers are made at around 28 cents. As this cheese which goes to Britain must also be cured for at least six months, additional costs for storage and handling must be borne by the cheese board.

This subsidy, which may run from two to three cents, is borne by the cheese board out of the marginal profit it makes from handling sales on the domestic market.

It guarantees the Canadian producer 28 cents a pound.

As the New Zealand cheese will come into Canada at around 27 cents a pound unlimited sales here would break the price paid to Canadian producers.

Canadian producers have, of course, expressed keen dissatisfaction at the importation of any New Zealand cheese and they will certainly protest most vigorously if any further importations are made.

In general, the Canadian cheese picture is fairly satisfactory. Last year the domestic

market absorbed about 70,000,000 of the \$2,000,000 pounds produced. Canada disposed of most of her surplus to the U.K. and slightly over 50,000 pounds to the U.S. to fill a fixed U.S. quota of \$24,978 pounds.

PRODUCTION DOWN

This year, however, production is down between 10 and 11 per cent so that, granting domestic consumption remains normal, the surplus for export will not be so great.

For the first six months of 1935, Canada has exported 5,006,000 pounds. Of this 4,711,800 has gone to Britain.

While Canadian cured cheddar brings 27 cents in the U.K. market, New Zealand cheese costs the Britisher only 22 cents. This is one reason why Canada cannot greatly increase her sales to Britain. While it would be important for her to be able to depend on a sale of, say, 15,000,000 pounds annually to the U.K., still every pound that is sold to Britain is sold at two or three cents below the domestic price.

The question is, to what extent can the Ontario Cheese Board afford to subsidize the U.K. market?

Outside of Ontario and Quebec, the other provinces produce very little cheddar. Alberta is the next largest producer with 1,500,000 pounds. Production in the other provinces is as follows: Manitoba, 1,250,000 pounds; B.C., 750,000; Saskatchewan, 125,000; N.B., 750,000; P.E.I., 597,000.

Newfoundland and Nova Scotia produce practically no cheddar.



DEER SAVED; TRUCK LOST—This was the result when a gasoline transport driven by Rex Oviatt, 42, Spring Valley, swerved on a curve near Lanesboro, Minn., to miss a deer. His truck collided with a car driven by Robert Jacobsen, Whalen, and the resulting fire destroyed the truck and its 7,750-gallon load of gasoline. Jacobsen suffered head and chest injuries. Oviatt was unhurt.

Publishers Elected New Directors

VANCOUVER (CP)—John Vogel, publisher of the *Davidson* (Sask.) Leader, Wednesday was elected president of the Canadian Weekly Newspaper Association.

The election came at the final day of the association's annual three-day meeting.

W. W. Drayner of the *Wetaskiwin* (Alta.) Times was elected first

vice-president and G. Cecil Day, *Liverpool* (N.S.) Advance, second vice-president.

Mr. Vogel succeeds William B. Sawdon, publisher of the *Tribune-Post*, Saskatoon, N.B.

The following western Canada directors were elected: British Columbia: Leslie E. Berber, *Chilliwack Progress*; Cecil H. Hacker, *Abbotsford News*.

Alberta: Ken E. G. Patridge, *Camrose Canadian*; B. P. Knowles, *Fort Saskatchewan Record*.

Saskatchewan: A. G. Lancaster, *Wetaskiwin*; John Finckley,

Roselawn Eagle; Walter P. Telfer, *Humboldt Journal*.

Manitoba: Miss Helen Marsh, *Dauphin Herald*; George C. Krot, *Selkirk Enterprise*.

Committee chairman: Membership: Fred Johns, *Leduc* (Alta.) Representative. Circulation: J. Rundle McLachlan, *Virdee* (Man.) Empire Advance. Printing: Robert Moore, *Swift Current* (Sask.) Sun. Paper: Roy P. Maclean, *Kelowna* (B.C.) Courier. Better newspapers competitors: Art Leech, St. Vital (Man.) Lance.

Combined Forces Said Not Feasible

QUEBEC (CP)—The 47th annual conference of the Canadian Association of Fire Chiefs was told Wednesday that combined municipal police and fire departments would not be feasible.

W. J. Scott, Ontario fire marshal,

said a bank robber would "merely need to put in a fire alarm at the other end of the town while he's busy carrying out his plan, comfortably uninterrupted by policemen who are busy chasing a false alarm."

Mr. Scott said it takes at least three years to train either a fireman or a policeman.

It would be uneconomical to spend six years to train personnel

whose average length of service is about 20 years, he said.

On civil defence, Lt.-Col. Percy Cawdron of Ottawa, administrative assistant to the federal civil defence co-ordinator, said "if federal stockpiling of fire equipment is to be effective in case of an atomic attack, then standardization of hose and thread couplings and other equipment is vital."

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SAXONIA	Fr. OCT. 14	—	—	Liverpool
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QUEEN MARY	—	—	Wed. OCT. 19	Charbourg, Southampton
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Fleeing Elephant Charges Handler

CHARLOTTE, N. C. (AP)—Vicki, the runaway elephant, came charging out of its wooded hide-away Wednesday, bowled over its handler and disappeared again.

Since it bolted from an amusement park Sunday it has defied all efforts to drive it out of a small forest directly across a busy highway.

"I'll get wilder and wilder the longer it stays out," predicted an elephant handler from a carnival at nearby Gastonia. Some members of the safari that has been literally beating the bushes think Vicki will have to be shot unless it is captured soon.

Johnny Smoky Strickland, its regular keeper, barely had time to step behind a tree when Vicki came rumbling toward him Wednesday.

Attempts to lure Vicki out of the woods with other elephants have fizzled. Strickland said a reinforced posse will try today to drive it out of cover.

"It isn't dangerous," he insisted. "It just gets a little mad when you try to catch it."

Discuss Arts At Willingdon

WILLINGDON — A group of art enthusiasts from Lloydminster visited Willingdon recently to learn as much as possible about Willingdon arts and crafts before organizing an allied arts group.

A display of ceramics and weaving was arranged by Mrs. S. Manasterki and Mrs. L. Navalkowski at the home of Mrs. H. R. Savage where a buffet lunch was served. Following lunch the party saw more ceramics at the home of Mrs. Manasterki, woodwork at the home of Mrs. Navalkowski and visited the woodworking shop at the school where J. Chermiechan explained the organization and set up of Willingdon Arts and Crafts.

Mrs. S. Manasterki, who instructed in ceramics at Banff School of Fine Arts this summer, demonstrated the use of the potter's wheel and showed the ceramic room at Willingdon school.

Willingdon Men Win Golf Prizes

WILLINGDON — Jack Zukewsky and Dr. W. G. Lazaruk won handicaps and a golf club at Elk Island golf tournament recently with low gross and low net scores for non-city entrants.

Funeral services were held at St. Martin's Catholic Church, Vegreville, for Willingdon pioneer Patrick Bolan who died at the age of 90 years.

Mr. and Mrs. Bolan farmed in the Willingdon district for over 55 years before moving to Vegreville in 1948. After 60 years of married life together death separated them by only two weeks. Mrs. Bolan died on Aug. 26 and Mr. Bolan on Sept. 8. He is survived by one son and seven daughters and also 16 grandchildren and 2 great grandchildren.

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