

Louis B. Mayer  
presents  
**ANITA  
STEWART**  
in  
**'HARRIET  
AND THE  
PIPER'**

Monday and Tuesday at the Nickel  
IS THE PIED PIPER STILL ON THE JOB?  
The answer is to be found in the Cinema Cocktail of  
Bohemian Life, Starring

**Anita Stewart**  
The Photoplay is  
**"HARRIET AND  
THE PIPER"**

It's a True Reflection in the Whirlpool of Life.  
DON'T MISS IT!



## BIG SHOW WEEK--STAR MOVIE--THIS WEEK!

MONDAY and TUESDAY:

**Priscilla Dean in 'WILD HONEY,'**

A Jewel production in 8 parts. One of the most heart touching stories you ever saw. What would you do or how would you feel if you were locked in a room all night with a disreputable character. See "WILD HONEY."

WEDNESDAY and THURSDAY--THE OLD FAVOURITE

**William Duncan in "THE SILENT VOW"**

A Vitagraph Special in seven parts. Everyone likes Duncan. He is always good. Did you ever see Duncan fight, bound hand and foot. See "SILENT VOW."

FRIDAY and SATURDAY--THE BIGGEST COMEDIAN OF THEM ALL:

**Larry Semon in "THE SAW MILL"**

A RIOT OF LAUGHTER IN TWO ACTS.

MISS MAJOR TO-NIGHT IN CLASSY NUMBERS.

NEXT WEEK--Oliver Curwood's big sensation, "THE FLOWER OF THE NORTH" featuring America's eminent star Harry B. Walthall. All roads, lanes and bye-ways lead to the Star Movie this week. COME ONE! COME ALL!

## KNOWLING'S

Have Just Received

# MEN'S SUITS

Bought from a Manufacturer at a great reduction of price, owing to reorganization of his business.



## THESE SUITS

are in Heather Mixture, Self Greys, Brown and Navy Vicuna and Pin Stripes. Style as cut. Prices:

# 18.25 to 28.50

Previous values were 36.00 to 56.00.

See the style, cut, finish, linings and be convinced of value.

## G. KNOWLING, Ltd.

MISTAKEN IDENTITY.—In the Police Court proceedings, of Friday last, it was stated that a watchmaker had been fined for drunkenness. In fact, the man fined was an itinerant watch repairer. The mistake was made by implication, watch repairer.

### Co-Operative Marketing

(Continued from 7th page.)  
was raging in New York not long ago, oranges reached a great price, and dropped \$5. a case in one hour with news of an abatement in the disease. One shipment of fish arriving at a market diminishes the selling price of all the fish there at the time, if the supply is already sufficient for the demand. The happenings of an hour may increase or decrease the value of a commodity in a particular market, and to sell, the price must be fixed by the shipper in communication with the agent in charge on the spot. One third of all the California oranges are sold in the U.S.A. markets by auction, to test the price obtainable in the market for them. Under the price-fixing of 1920, there were no sales of our fish "outright" except when our prices were lower than those of competitors. Who would buy from us "outright and unseen" at prices fixed by us, except when he made a better bargain than others offered him?

#### THE CALIFORNIA SYSTEM.

As I proceed to explain the California system of Co-operative Marketing, and seek to indicate how it could be applied here, let me say that I claim no share in initiating it or even to have first mentioned it here. I had been giving some attention to it when my interest was refreshed by the publication by the "Advocate" newspaper of speeches by Aaron Sapir, the best known exponent of the system, and since I read these speeches I have made enquiries, read considerably about the subject, and given it some study. I only seek to pass on to you a portion of what I have thus acquired.

Under the California System, modified to suit conditions and applied here, local associations would be formed in various places or by contiguous places. District Exchanges would be formed, where convenient, of delegates from neighboring association. The Central Exchange would consist of delegates from all district exchanges. All associations and exchanges would have boards of directors. The directors of the Council would include at least one from each district exchange, so that representation would be complete.

#### THE OPEN DOOR TO SQUARE DEAL

A co-operative organization should have an open door policy, by which every person who will conform to the policies of the organization, who will abide by the rules and regulations, and who will assume his share of its responsibilities may be admitted to membership. In California, membership of a fruit association is confined to growers, for each grower has a recognized orchard, but here the fishermen gather their produce from the sea, and, therefore, membership should be open to every man who undertook during a stated period to deliver to the Association his share of his catch, might catch or collect, and inasmuch as all the export should be confined to the Co-operative authority, the "right to membership should be also entirely universal, so that not even the shadow of monopoly should exist. The poorest fisherman should exist. The same right to have his fish exported and to a proportionate share of the profits, as the greatest merchant. He might belong to any association, or, where he had fish in various places, to more than one association. But membership of an association should not be obligatory. The same universal freedom should exist as at present. A fisherman should be free to sell directly to a merchant, or contribute as a member to an association.

#### LOCAL ASSOCIATION.

Local associations would collect, grade, prepare for shipment, brand the package fish and identify their bulk shipments.

#### DISTRICT EXCHANGES.

District Exchanges would consider matters common to the whole of the Associations they represent. They would arrange, for instance, for shipments and act as clearing houses between the local associations and the Central Exchange. In this Colony they would be especially useful in dealing with the divergent interests of East and West, and of the Labrador. They would ensure the Western fishery interests that consideration which they are wont to say that have not always received here. A Labrador Exchange should have important and peculiar functions to discharge.

#### CENTRAL EXCHANGE.

The Central Exchange would charter all vessels for carrying fish to market. It would appoint the agents abroad and at home for the associations. It would receive all proceeds of sales, collect all data, and distribute proceeds and data through district exchanges to the associations. It would conduct all litigation over sales, do all advertising, develop new markets, conduct scientific investigations, and provide for supplies of salt, packages, etc.

#### SCOPE OF CENTRAL WORK.

Imagine for yourselves the scope of this centralized work, and the benefits of centralization. Freight would be lower, and more uniform. Agents would be experts, because good salaries or commissions could be paid, the field of each would be adequate



and permanent, and they would not conflict as Consigners often do. Statistical and other information, so much needed, could be gathered and disseminated. "To see the Devil and hold the Court in Hell" is the apt description of a suit against a foreign buyer in his own country, under existing conditions, where each exporter has to fight singlehanded.

A Central agency, conducting all litigation could employ Counsel, and press or defend claims with an efficiency impossible to individual shippers. No development of new markets is possible for individual effort, but by combination could be effectively carried on. Scientific investigation into fishery problems is now unheard of here, but would be constant under careful auspices. Every year we hear of salt scarcity, but this would disappear if supplies were looked out for by a central agency.

#### FISH POOLING.

The fish collected by associations would be pooled, periodically, and the period might be weekly, monthly, yearly or even for a shipment as might be arranged at the time.

It should be understood that not all fish, or even all fish of the same kind, is pooled together. A member in Grand Bank, for instance, would not be pooled with a member in Twillingate, but members in the same association, having fish of the same kind, turned in during the same period, would be in the same pool and would share proportionately with the members of the same pool.

#### CULLING OR GRADING.

I have mentioned that grading and branding (or culling, as we call it) is done in local associations. The grading is done under standard rules, common to the whole organization, and it is marketed under the general brand of the whole organization, and the special brand of the shipping association "Sunkist" Oranges and "Sun Maid" Raisins you are familiar with, and "Sun-Dried" fish might become as well known as Newfoundland fish. But as various localities produce various qualities of oranges or raisins, the produce of each locality is sold under a local mark also. For instance "Grand Bank," "Fogo," Labrador, as the case might be could be branded on exported packages to indicate the locality where shipped, just as "Sun-Dried" would mean "Newfoundland." Thus each locality would reap the due reward of its virtues or vices. No community can become known in the markets, especially to consumers, unless its product is cured, graded and packed under standard rules, and sold under recognized brands to identify the quality. The wholesaler will buy on the strength of the local brand, to supply the wants of his customers. The consumer will buy on the strength of the general trademark, "Sun-Dried," knowing it means "Newfoundland."

No problem concerning fish has proved more difficult than that of Cull. All rules have been disregarded. Who hears now of the 1920 standardisation. I am persuaded that the chief cause of the difficulty has been this, that the fisherman has had no direct interest in the fate of the fish exported from the Colony. Once sold to the merchant, it concerned him no more. The exporter, in turn, not shipping under any general trademark, and hence not under independent inspection, and frequently not having even a personal brand, has been careless. Under a Co-operative organisation, all this would be changed. The Central would prescribe standards, and appoint all inspectors and no fish would be received by any association except it had been culled by an authorized inspector. Inspectors, experienced men, should also be schooled by Central into the matter of standards, so that uniformity would exist. They should not be a haphazard lot, dependent on exporters for employment, but a trained, well paid, permanent staff having only the Central as a master. The value of our fish exports would increase under such a system.

(to be continued.)

Skin Boots, best quality. KNOWLINGS have just received a shipment of Skin Boots, best quality. Well made, good large sizes. The finest boots we have ever handled and very suitable for snow shoeing. —dec5,31,tu

# WATCH

FOR OUR

# FINAL

# Smashing

OF

# PRICES!

# SALE

will commence

# THURSDAY

Dec. 14th

at 10 o'clock.

# Particulars

in Wednesday's Telegram

# It Will Pay You

# to Wait for

# THIS SALE!

# Ladies' Reliable

# Outfitters,

282 Water Street.

(Formerly Miss Kelly's.)

# Kindly Make Sure

# of the Number

# 282

dec5,31,s,m,tu

A Few  
an

For the Bus  
for

Don't F

English Min

Cranberry

English

Pudding

American

Pudding

Almond

Blanched A

Icing Su

Nonpareils

1000

English Flaw

English Col

English Seas

Ground

Almond

TUR

Imperial

Plum

Canton

Crystall

Pineapp

Glace Asst

Glace & Cr

Fruit

Maraschino

Creme de

Cherry

Tunis De

Jordan Al

Shelled W

Brazil

Elemen

Fruit Sal

French Gr

French B

Champ

Asparag

Asst. Soup

Canned an

Fruit