Store Open Every Night.

SUMMERS
The Store that Gives Big Values

"The Store of Greater Service."

APRON CHECK.
This serviceable Apron Check has a nice clean appearance; it will give satisfaction in washing and wear; 36 ins. wide,
35c. yard.

MEN'S "Straight-Line" LONG RUBBERS.
Made by the famous B. F. Goodrich Co'y; made of good quality rubber,
$5.70 pair.

BLACK WOOL
4 and 5-ply Black Fingering Wool,
14c. slip.

MEN'S KHAKI SHIRTS.
Good strong Khaki Shirt, cut from a large roomy pattern, affording full freedom of movement to the wearer; all sizes,
$1.75 each.

FULL LINE OF ALL POUND GOODS.

HEAVY BLACK HOSE.
All Wool Black Ribbed Hose, suitable for boys or girls,
79c. pair.

PINK FLANNELETTE.
Another big bargain in an English made Flannelette. This is an exceptionally good cloth, possessing a texture with a soft fluffy nap; an ideal choice for all kinds of underwear: 34 inches wide,
33c. yard.

Outport Orders Receive Prompt Attention

M. J. SUMMERS, 330 Water Street

EXCEPTIONAL SAVINGS
—on—
This List of Week-End Specials!

A CLEARING LINE OF HATS!
98c In order to make room for our New Spring Stocks, we wish to clear this line of Ladies' Black Velvet Hats, Regular $2.80 Now **98c**

LADIES' BOOTS
A line of Ladies' Heavy Boots in a full range of sizes; low heels and wide toes; a sturdy boot.
Price, per pair, $2.98

Ladies' Sport Hose.
A special line of Heather Hose in two shades: Brown mixture and Green mixture.
Price, per pair, 35c.

Women's Underwear
A full line of Ladies' Fleeced Underwear of medium weight; long sleeve vests, pants ankle length.
Price, per gar. 70c.

Women's Jersey Over Bloomers.
A late arrival of these heavy Fleeced Over Bloomers. These come in Black, Grey, Brown and Cream.
Price to clear, each, $1.15.

Ladies' Black Hose.
Fleece Lined Black Hose, good colour and heavy weight.
Price, per pair, 35c.

Child's Jersey Underskirts.
Just a job lot to clear; these will fit children ages 5 to 1; extra heavy weight; Grey in color.
Price, each, 60c.

Ladies' Coloured Hose.
A few dozen of Ladies' Coloured Ribbed Hose. These come in Grey, Fawn, Brown, Tan and Navy.
Price, per pair, $1.20

SMALLWARES

Grey and Black Yarn	18c. slip
Brilliant Cotton	10c.
Safety Pins	4c. card
Hair Pins	6c. box
Writing Pads, note size	15c. ea.
Writing Pads, letter size	28c. ea.
Australine Wool	25c. ball

ALEX SCOTT, 18 New Gower St.

Race for Life Over Ice.

A ten-mile dash for safety over a crumpling ice floe by three fishermen ended in a spectacular rescue of the three on Ford Island February 19. At the same time, three other fishermen were being rescued at Old Mission after an eight-mile ride on an ice cake. The men were at the fishing shanties on Little Traverse Bay this afternoon when the ice began to break up under the force of a strong off-shore wind. Several of the fishermen were able to jump or swim to safety, but the half-dozen were carried out on the floating ice. As this started to break up behind them, the men raced ahead on foot, just managing to keep abreast of the crumpling ice until they reached Ford Island. The drifting floe passes within ten feet of the island. If they had been swept past the solid ground, the men would undoubtedly have perished, as the floe broke up ten minutes afterward.

EE SPEAKING FROM EXPERIENCE EE

THE DOCTOR: "Ah! yes, restless and feverish. Give him a Steedman's Powder and he will soon be all right."

EE STEEDMAN'S SOOTHING POWDERS Contain no Poison EE

Pat and the President.

Here is the latest story to reach me from America.

President Harding was speaking to his Secretary of State over the telephone and, instructing the latter to inform the Secretary for War that American troops in China must take all that country.

In the midst of these instruction, an Irish servant edged to the speaker.

"Misther President," said Pat.

President Harding stopped short, and, turning to his interrupter, said, "Well, what is it, Pat?"

The Irishman, shaking a warning finger, replied, solemnly, "Misther President, don't be too aisy with them darned heathens."

FOR **Best Results** IN **DYEING** OR **TINTING** USE **DY-O-LA DYES**
The kind of dye Professional Dyers use.

Stafford's Phoratone will cure Coughs and Colds. For sale everywhere.—mar2,tf

Co-Operative Marketing of Commodities.

All On a Profit Sharing Basis.

Address by A. B. Morine Esq. K.C. to The St. John's Rotary Club, Tuesday March 7, 1922.

Mr. Chairman and Gentlemen,—Your Club is filling a long felt want in this community. Providing a forum for the discussion of important topics is not the least of the boons you confer upon the public. We who are honored with an invitation to speak to you, and through you to the public, are in duty bound to utter no unworthy word, but to give of our best, and with this in mind, I have reduced my message to writing, n order that it may go forth as a considered contribution.

My theme is Co-Operative Marketing, on a profit-sharing basis, according to the principles and practices developed and perfected in California, by the California Citrus Fruit Growers, and I shall endeavor to show how they can be applied in this Colony to the marketing of fish, to the great advantage of the community, without undue interference with established conditions, and with special blessing to the fishermen, who are the mainstay of the Colony.

CO-OPERATIVE METHODS IN CALIFORNIA.

In California, fruit growers of a community form an Association. More than one can exist in the same place, expense and convenience being the chief considerations. Any grower can belong. Nobody but growers can be members. When entering, they sign an agreement that during a stated period, they will deliver all their saleable fruit to the Association, but dissatisfied members can withdraw at the end of the period agreed upon. The keynote is voluntary co-operation, and membership contrary to inclination is discouraged. An Association as such has no share capital, and pays no dividends. The members deliver their fruit, and receive the proceeds after sale, less a charge for expenses. Directors are elected by members from amongst themselves, and managers, clerks and laborers are employed by the directors. If capital is needed for salaries, it is borrowed from members, individuals or banks, precisely as merchants borrow, and interest is paid. Each Association has a packing house, and to build this it is usual to form a subsidiary company, with share capital, which is subscribed, preferably, by members, in equal amounts, as far as possible, and upon this a restricted rate of interest is paid. The packing house is rented to the Association, and the rental pays the interest on the capital. Members deliver their fruit to the Association, which grades, pools, stores, cares for and prepares it for shipment. The fruit received is "pooled" by the growers at stated intervals, say monthly or oftener, as agreed upon by them, and the identity of each pool is traced until sale, so that each member who has put fruit into a particular pool gets his proportionate share of the price realized at sale. For instance, navel oranges may be turned into a pool by a grower in any month from December to May (both inclusive), or Valentias from June to November (both inclusive), and as these pools are sold, each member who has contributed to them receives his share of the net proceeds. By this method the farmer is a partner until final realization, in the sale of the fruit he has helped to provide, and he is vitally interested all the time in its quality, its care, and its marketing. It is of local interest that I have in my office the annual statement for 1920-21 of the Charter Oak Citrus Association, of which William Bowring (brother of Sr Edgar) is President, and R. H. Trapnell, late our fellow citizen, is a member.

DISTRICT EXCHANGES.

A number of Community Associations, conveniently situated for combined action, appoint delegates from amongst their numbers to constitute a District Exchange. This acts as a clearing house between the associations and the Central Exchange. It routes all shipments, provides for transportation, makes all sales, receives information from the Central Exchange regarding markets, etc., and transmits it to the associations, and receives and divides the returns from sales in the same way. It is, in short, a device by which sections of the country having kindred problems, not universally the same in all the country, may avoid the evils of too much centralization. I especially want to show you the value of that in this Colony.

THE CENTRAL EXCHANGE.

Is composed of delegates from the District Exchanges. It has a board of directors, one from each district exchange, and works through a general manager. It appoints bonded agents in the markets, through whom all sales are made. It gathers and disseminates information relating to fruit. It handles all claims, collects all payments, remitting to the district exchanges, does all fruit advertising, and is organized into divisions such as sales, legal, traffic, advertising, insurance and mutual protection. The expenses of the Central and District Exchanges are collected from members of the association by levying a rate proportionate to the sales made on their account.

SUPPLIES AND INSURANCE.

There is a Supply Company, with share capital, subscribed by growers exclusively, in proportion to their produce, and upon which a limited dividend is payable, and this Company sells to growers at a cost barely sufficient to pay expenses and limited dividend. Insurance on packing houses and contents is mutual, by the growers generally.

MARKETING.

As I have mentioned, the fruit is collected, graded and packed by the Associations, shipped by the District Exchanges, and sold through agents appointed by the Central Exchange. The latter has a trade mark—"Sunkist," which goes on every box to market, and each association also places on each of its boxes a mark or label of its own, so that each may profit by its own good name. Selling is not speculative. Sales are made to wholesalers in the consuming markets, at daily prices. On one year's business, with 3,000 wholesalers, only $3,600 was lost by the Exchange. The wholesalers made a fair profit. To advertising, to grading, and marketing methods, great benefits are attributable. The following comments are from the last annual report of the General Manager of the California Fruit Exchange: "The distributing "methods of the California Fruit "Growers' Exchange do not necessi"tate speculation, either on the part "of buyers in California or members "of the wholesale trade in the country's markets. In fact they tend to "discourage it. Members of the "wholesale trade are sold their current requirements in the markets "where the fruit is to be consumed at "the prevailing daily prices, thus "practically eliminating the specula"tive risk in their local credit re"quirements. As an evidence of the "safeness of the credit risk in selling "daily by this plan through three "thousand wholesale dealers, is the "notable fact that, through the finan"cial failure of members of the trade, "the Exchange lost on the year's "business less than $3,600.00. Whole"sale and retail buyers of California "citrus fruits have generally made a "fair profit on their purchases in "1921.

"However, the successful outcome "of the past year's business has not "been due alone to the delivered me"thod of sale. It results, also, from "the cumulative effect of the Ex"change's policy of continual adver"tising that has kept constantly be"fore the public the delicious, health"ful and useful qualities of citrus "fruits, which through a period of "years has developed a strong, un"failing demand and a consumer "preference for these products. The "year's record also reflects the bene"fits of the fruit's excellent eating "quality, of care exercised by grow"ers and shippers in handling and "grading, of the effectiveness of the "Exchange selling organization, and "of a long continued co-operation "with the wholesale and retail trade "in developing the best methods of "fruit merchandising.

"Thus the favorable position in "which the California citrus industry "finds itself at the close of this year "of extraordinary business perplex"ities is not the result of chance. It "is another tribute to the foresight "of those who first perceived the "economic need for co-operative "marketing in the citrus industry. "It is another dividend paid growers "for their sound judgment in develop"ing an organization and a system of "marketing, through which they were "able to increase the consumption of "their products and help themselves "when many agricultural industries "were engulfed in the back-wash of "the world war."

PRINCIPLES AND METHODS HERE.

Now let me consider for a moment how the methods of the California fruit growers could be applied to conditions in this country. The initial difficulty is that of membership. To be a member of a fruit Association, a man must be a producer; that is, the owner of a fruit farm. His produce is grown on visible property. Fish, the produce of this Colony, is caught in the ocean, where rights are common, and not on visible property of the producers. Our Shore fishermen, for instance, are "producers," but so are the sharemen on board the vessels. The Shore fishermen, the sharemen, the planter, the merchant who fits out a fleet are all "producers" of fish, and, therefore, the condition of membership of Community Associations amongst us for the co-operative marketing of fish on a profit-sharing basis, or pool arrangement, should be defined, I think, to include everybody who owns or has control over the ownership of fish, and can deliver it to an Association. In other words, anybody producing fish who would enter into an agreement for a stated period to deliver all his fish to an association should be qualified for membership. This would suit our peculiar conditions, and would be so democratic as to admit everybody who wished to enter into the agreement, whether he were fisherman or merchant, and would obviate drastic interference with the fishery business as it exists to-day, except in the matter of cull and marketing. If a fisherman, for instance, preferred to deal with a merchant, selling his fish directly to him, the merchant could belong to an association, and pool his fish. If, on the other hand, the fisherman wished to become a member of an Association, and, in that sense, an exporter, in his own right, he could deliver his fish directly to the Association, later receiving his full share of the profits, whether his delivery amounted to a quintal or a thousand quintals. In this country so many of our fishermen are poor, and living as it were from hand to mouth, that it may be said that the majority of them could not become, directly, members of an Association but I think that under an arrangement which I shall presently suggest no forehanded fisherman need remain out of an Association.

DISTRICT EXCHANGES HERE.

Now, as to District Exchanges, it appears to me that they meet an objection which has been made to the centralization of authority in this city under Committees or Boards. The fishermen of the South West Coast, for instance, object to control being exercised from this city, upon the ground that their fish is ready for market earlier than fish from the Eastern coast, but applying the California system to our conditions, there would be District Exchanges on the West Coast as well as on the East, and these Exchanges would route their own fish to market in their chosen time, so that there would be no possibility whatever of any section controlling the shipments from another in its own interests. Take the Burin Peninsula and neighbourhood, as an illustration. Associations could exist at Burin, St. Lawrence, Lamaline, Fortune and Grand Bank, for instance, and these could constitute a District Exchange, which would control their shipments to markets abroad.. Take Bonavista Peninsula as another case in point. Associations could exist at Bonavista, Catalina, Trinity, King's Cove and intervening places, and they could form a District Exchange. Many other such combinations will at once occur to any thinker. Labrador has peculiar difficulties, which might be met by Co-operation. Usually, its fish, rushed to market, sells well at the outset, falls badly in price in mid-season, and reacts at the end of the season. It is a gamble, and stable conditions should be created. The Central Exchange would, under this system, be able to cure still greater difficulties, which various Boards of this city have experienced. While the Codfish Exportation Board existed, various foreign agents were appointed by the Department of Marine & Fisheries, but these appointments were political, and the exporters of fish, in the majority of cases, refused to avail of the agents' services, as they were fairly entitled to do, not having had any voice whatever in the choice of the agents. But the Central Exchange, under the California system, would appoint an agent in each market to handle the fish coming from all the District Exchanges; to collect the money, and to report through the Central Exchange. These agents would not be political appointees, but the appointees of a Central Exchange, and they would be selectel for their experience, ability and general fitness.

SELLING OR GRADING.

And here I come again to a feature of the case which is second in importance only, if, indeed, it be second, to the question of Central Marketing. I mean the question of cull. As in the case of fruit, fish would have to be culled and graded at the Community packing houses. All fish coming in from members from time to time would be culled according to certain definite standards. The fish, when culled, would be forwarded to market from time to time in a manner which would enable the identity of the various grades to be followed to their and they would be selected for their which would be paid to the members would not be upon the whole year's operations, but upon the operations from week to week, or month to month, and the result of the sales of the pooled fish in various markets. Now, it is obvious that as each individual member who contributed to a pool shipped to market would be personally interested in the result, he would be a stickler for a cull of the severest kind. He would insist upon an observance of a standard, and each member would be a critic of the fish delivered to the packing house by every other member, because if any poor fish were allowed to get into a pool, the nett returns from the whole pool would be less, and each member would suffer thereby. The trouble with the cull of fish in the past in this city has been this; after the fisherman sold to the merchant, he had no further interest in financial results. If the fish turned out to be poor, so much the worse for the merchant. On the other hand, the merchant when fish was plenty made the cull as hard as possible when he bought, and as easy as possible when he sold it, because the fisherman would reap no advantage from fish bought from him as below grade, which the merchant could afterwards dispose of as above grade. The cure for bad quality is to interest the producer of fish in the nett results; to make him a partner, that is, in the marketing; to make it financially worth his while to produce only the best quality of fish.

FINANCIAL ARRANGEMENTS.

It is obvious that the full benefits Co-operation is capable of conferring could not be realized under conditions which permitted only merchants to become members of Associations. The constant effort must be to induce every fisherman to join in pooling his fish, and so become an exporter on his own account. The supplying system, seemingly inseparable hitherto from the fishery business of this Colony, presents the chief obstacle to the Co-operation I am advocating, and I propose to meet it in this way. An Association, upon receiving fish from a member, should be prepared to advance a portion of the estimated value in cash. Merchants buying fish in large quantities borrow money on it from banks, by giving warehouse receipts. Associations could do the same, and so provide cash for its members who desired advances. If fish were worth say $8 per qtl. in open market, and banks would advance say $5 per qtl., a fisherman with that amount in cash could buy as much goods as he could get on credit for $8, and when the fish was sold, he would be entitled to receive in cash the amount realized by sale abroad, less only the actual expenses of marketing.

MARKETING OUR FISH.

Two great and acknowledged evils have attended the marketing of our fish abroad "since a time when the memory of man runneth not to the contrary"—they are (1) Bad cure, and (2) Undue competition.

HOW TO INDUCE GOOD CURE.

I define "good cure" as the cure which is liked best by our customers. As they will pay most for what they like best, and as the whole object of the fishery, from our standpoint, is the nett return from sale, it is sheer waste to send fish to market in any but the very best possible condition to please the buyers. Recognition of this principle led recently to the promulgation of Rules and Regulations for the Standardization of Codfish. They defined standards of cull, provided that fish purchased by exporters should be culled, and that fish exported should be inspected, by officially appointed inspectors, and the qualities shipped certified to. The Rules broke down in practice. The Rules did not provide for official cullers between fishermen and merchant. All fish, no matter how bad, was exported. Inspection was worse than farcical; it was an expensive nuisance and frequently fraudulent. Fish should go to market under names, brands, or trade-marks indicating quality and origin—there must be behind it the hall mark of a shipper proud of the goods, and placing great value on its name. Just as "Sunkist" sell oranges, a word must be coined to sell Newfoundland fish. Just "Charter Oak" on a box of "Sunkist" oranges means that they have been graded and packed by the Association of which Mr. William Bowring is President, so "Burin" or "Bonavista" must mean that the good name of the Association is behind the fish sent to market.

UNDUE COMPETITION ABROAD.

In a circular letter to his fellow followers, in April last, the Minister of Fisheries said:—"Our hope in the future is not in fisheries; it is in minerals, waterpower and pulp—interior development." I take issue with that doctrine. If it were true, sad indeed would be the outlook for our adult male population, who are not bred to the pick and the axe, or the oar. They are not lumbermen or miners—but toilers of the sea, better far for them "a life on the ocean wave" than toiling in the forest or the mine. It is treason to talk so of our fisheries, which are richer by far than the Klondyke, and have given greater profits than all the mines of California. Away with this thing! For after strange Gods, let us treasure the goods we have, and help in gathering the treasures which lie at our doors. The laborer's pay list is the measure of the value of this Colony's exports from her mines, and the amount is not large relatively; the profits to the Ore, if any, go elsewhere. The pay list at Grand Falls may be said to be the annual value received from outside for the Colony's forest resources, and this amount also, is of great comparatively; the profits, if any, go to the A.N.D. Co. The fisheries furnish the one great resource which the Colony balances its trade with the outside world, and anything which affects the financial results from them vitally affects us all. Whether as between merchant and fisherman too little or too much is paid in our local markets, is less important to the Colony as a whole than procuring from abroad the highest possible returns, and if by reason of undue competition that sum be less than good marketing would have made it, every mother's son of us is a loser directly or indirectly. An agreement with competitors from other countries is not practicable, but through Co-operative Marketing, competition abroad in Newfoundland fish can first be reduced, and then ended. A great part of the world's supply comes from this Colony, and the markets prefer our fish to any other, so that if we restrict, and thus abolish competition in selling it in our foreign markets, we shall have made a great step in advance.

ATTEMPTS TO REGULATE.

Abortive attempts have been made to reduce this competition. Years ago, exporters voluntarily associated for consultative purposes, and endeavored to regulate shipments to some extent. But as no pooling of interests was attempted, individual interests proved superior to the combination and the attempt was ultimately abandoned. A common interest is fundamental to united action.

FISHERY RULES AND REGULATIONS.

Recently, official regulation was attempted, by the appointment of

(See next page.)

Grief and Worry Childbirth La Grippe Excesses and Overstrain cause Nervous Exhaustion
Take the new remedy
Asaya-Neural
(TRADE MARK)
which contains the form of phosphorus required for nerve repair.
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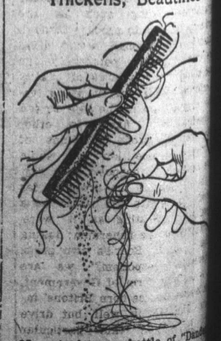

25-cents buys a bottle of "Danderine" at any drug store. After one application you can not find a single particle of dandruff or a falling hair. Besides, every hair shows new life, vigor, brightness, more color and abundance.