### The Fish Business as I See It

By EBELENE SPENCER, author of Fish Cookery and formerly Specailist. U.S. Bureau of Fisheries, Washington, D.C.

I have travelled up and down the Pacific Coast, across through the middle west states to the Atlantic, spending months in such cities as Chicago and New York in the past few years in the interests of greater fish consumption. I have, in the natural order of things, found out much which might be of interest to those engaged in the fishing industry. Being the first woman working in this connection to the industry, I found everything was run according to male psychologythe housewife receiving little or no consideration in the scheme of things. According to my way of reasoning. the housewife, her likes and dislikes were of paramount importance, she being the one who had the say as to whether any fish would be eaten in her household or not. She was the ultimate consumer whose every prejudice or whim should be studied and catered to-if the consumption of fish

were to be increased.

I was for many years the manager of a large tea-room in a leading departmental store in Portland, Oregon. I made my place a social and financial success. During those years I learned. from the atmosphere of this large concern, how much attention is given to studying the wants of womankind. How carefully her every action and reaction is studied. Recognizing that the woman of the family does most of the purchasing, this business was carried on from the female point of view. Goods were bought to attract women; goods were displayed to appeal to women's eye and management. and clerks outvied each other in their desire to constantly think up new ways of making the feminine appeal. They were in business to sell goods. The woman does the buying. Consequently it was their chief aim and object in life to please her, to encourage her to buy all that her purse could

So, with this background, I began my career in the interests of greater fish consumption.

In my years of culinary contact with the public. I had learned this one big fact, viz., That men like to eat fishbut women hate to cook it.

Daily a scene like this would occur in my tearoom. Husband and wife lunching together and scanning the menu card. Then she would say, "We had better have some fish. You are so fond of it and we never have it at home because I hate to handle and cook it. Oh! yes! I like it well enough when I do not have to prepare it myself and can get it as well cooked as this." Then they would order a fish

Lack of Co-ordination.

After travelling from ocean to ocean and meeting scores of men engaged in the fish industry from top to bottom, my observation of it as a whole is that it lacks co-ordination, generally speaking, each unit operating entirely from its own viewpoint from the fisherman onward through the hands of the distributer, wholerater, until it finally reaches, the bends of the retailer. Then it is up to offer entirely how the appeal made to the ultimate conbousewife.

have owner of the fishing boat trawler, with his heavy and of apital in ship and fairing from the captain and chew builting against the storms of winter, contectures with their very wes involved, on through the handlings of distributer and wholesales until it finally feaches the retail fish dealer. In his hands trembles the whole structure of the industry! It is owing to his comptency or non-competency; his ideas of modern measures of sanitary handling of fish, or his mediaeval, benighted views, which makes or mars the neighborhood consumption of fish in his town or yieinity. He determines, if you please, how much fish shall or shall not be sold in na locadur

If he happons to be a man of ability and general qualities which make for salesmanship, he knows how to exlittle his stock to make the feminine appeal, which means that his stock sells readily and he makes a good living out of his retail market. Such a man as this is eagerly welcomed by wholesaler or distributor and they co-operate with much mutual satisfaction. If this man was the rule, life in the fish business would assume new

But the transle is he is not. I have soes so many dirty, smelly fish markels all over the country that I do not wonder that more fish is not soldbut marvel that women buy it under these conditions when the adverse advertising which the fish gets in these iscalities must be incalculable.

And this is not always confined to little markets in wee towns where the turn-over is small either. I recall a a barrel and brought out a limp, sun- ton, D.C., under the nose of the Capi, clubs and there is much co-operation sest and there is much co-operation sest and there is much co-operation sest and there is much co-operation from the retailer. It

October Sale of Wet Weather Wear FOR MEN, WOMEN and CHILDREN



## Women's Umbrellas

We are showing a splendid selection of women's Umbrellas, wood and steel rods, straight handles, some with straps, others with rings, newest styles, some colored Amber and Ivory tipped, 8 rib steel frame, covered with best quality Gloria Cloth.

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### Men's and a Umbrellas

Strong frames covered with high grade Black Gloria Cloth, strong serviceable handles straight and bent.

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	Reg.	\$1.90	each.	Sale	Price		0.00	\$1.71	
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## Women's Silk Umbrellas



Silk Umbrellas

These are the very newest; strong frame covered with best quality silk, shades of Navy, Brown, Myrtle, Purple, Cardinal and Black, very pretty handles fitted with cord as allustrated above; absolutely correct for \$6.08 fall. Reg. \$6.75. Sale Price .. ..

This week we offer exceptional opportunities to buy wet weather wear—most essential for the next few months—at prices that mean a substantial saving.

Our new fall stocks of men's and women's Ragians, Umbrellas, etc., have arrived and will be included in this sale.

We cannot over emphasize to those who are economically inclined the importance of seizing these money saving chances at their earliest.

## Men's Navy and Fawn Raglans at Specially Reduced Prices

Navy Raglans

Men's Navy Ragians, double breasted trench style, belt all round, strap sleeves, lined throughout with thoroughly waterproof lining; all sizes.

Reg. \$25.50 each. Sale Price . \$22.95 Reg. \$33.50 each. Sale Price . \$80.15 Men's Raincoats

sizes. The ideal wet weather coat, both good looking and dressy. Reg. \$35.00 each. Sale \$31.50 Men's Raglans ened about avoy samm

Heavy Tweed Raincoats for men, in Light and Mid

Grey, both plain and neat check effects. These come

in double breasted style, full belt and strap sleeves; all

We offer a limited number of Men's Raglans in both double and single breasted style, at a wonderfully low price. We haven't all sizes in this lot, but if your size is here you get it at a bargain. In a Light Fawn shade and of excellent quality. Spe- \$12.60 each cially priced for this sale at ..

Fawn Ragians Men's high grade Fawn Gaberdine Men's Navy Raglans, lined throughout Ragians, trench coat style, double breasted, with full belt and strap sleeves, waterproof lined throughout; with water proof lining, also with a detachable all wool lining, double breasted style, full belted, strap sleeves all sizes. A good looking and serviceable coat. Reg. \$25.50 \$22.95 each. Sale Price..... winter. Reg. \$31.50 each.

> Fawn Raglans Boys' Fawn Raglans, trench coat style, double breasted, full belt, strap at sleeves, pretty plaid linings; assorted sizes. To fit ages 10 to 12 To fit ages 13 to 15 years.

Reg. \$21.00 each. Sale Price ..... \$18.90 Navy Raglans Same style as above; to fit 16 to 18 years. 

Fawn Raglans, double breasted, full belted, strapped sleeves, waterproof lined throughout; assorted

 

 Reg. \$12.00 each.
 Sale Price
 \$10.80

 Reg. \$12.50 each.
 Sale Price
 \$11.25

 Reg. \$15.50 each.
 Sale Price
 \$13.95

 Reg. \$16.25 each.
 Sale Price
 \$14.63

 To fit ages 9 to 19 years. Navy Ragians, same style as above; to fit ages 14 Men's Waterproof Leggings Shades of light and dark Fawn, thoroughly water-

proof, fastened at side with springs, fitted with boot

## WOMEN'S and MISSES' RAGLANS and Waterproofs at Savings



Women's Tweed Raglans Shown in pretty tweed effects in the single and double breasted styles, with and without belt; shades of These are new arrivals and extremely popular for fall wear; assorted sizes.

Sale Price Sale Price Sale Price Reg. \$17.50 each. Reg. \$19.00 each. Reg. \$25.00 each. Sale Price . Reg. \$27.00 each. Sale Price . .\$22.50 .\$24.30 Reg. \$28.00 each: Sale Price ., \$31.50 Reg. \$35.00 each. Women's Raglans

Made from best quality Gaberdine, some unlined, others quarter lined and others lined throughout; shades of Fawn, Grey, Slate, Brown, Tan, Navy and Black: assorted sizes.

Reg. \$ 6.50 each. Sale Price Reg. \$14.00 each. Sale Price . \$12.60 Reg. \$23.50 each. Sale Price . \$21.15 Sale Price \$28.00 each. \$25.20 Reg. \$32.00 each.

Plain shades of Fawn, Grey and Nigger; also in pretty tweed effects of Brown, Fawn and Heather mixtures;

These are new arrivals and extremely popular for fall wear; assorted sizes.

Reg. \$11.00 each. Sale Price ...\$ 2.90 popular for fall wear; assorted sizes. Reg. \$20.00 each. Sale Price Sale Price Reg. \$21.00 each. \$22.00 each. \$23.00 each. Sale Price . Reg. \$29.75 each. Sale Price Women's Raglans

Fawn, only, lined throughout with viceable, offered at an exceptionally low Reg. \$14.00 each. Sale Price .. \$12.60 Reg. \$14.50 each. Sale Price .. \$13.05

**Black Rubber Coats** A new shipment of these very popular coats enables us to offer all sizes for women. They are low in price and Reg. \$ 9.50 each. Sale Price .. . \$8.55

Misses' Rubber Coats Black Rubber Coats for misses, full belt, strap at sleeves; the idea! wet have them in all sizes.

33 to 39 in. Reg. \$ 5.60 ea. Sale Price \$5.04 42 in. Reg. \$ 7.00 ea. Sale Price \$6.30 42 in. Reg. \$ 8.50 ea. Sale Price \$7.65 45 in. Reg. \$ 7.25 ea. Sale Price \$6.53 46 in. Reg. \$ 9.50 ea. Sale Price \$8.55 46 in. Reg. \$10.50 ea. Sale Price \$9.45

Misses' Fawn Raglans

Waterproof lined throughout. 24 in. Reg. \$ 8.50 ea. Sale Price \$ 7.74 27 in. Reg. \$ 8.95 ca. Sale Price \$ 8.06 27 in. Reg. \$ 9.80 ca. Sale Price \$ 8.82 30 in. Reg. \$ 9.30 ca. Sale Price \$ 8.37 30 in. Reg. \$10.15 ea. Sale Price \$ 9.14 36 and 39 in. Reg. \$10.35 ea. Sale Price \$ 9.32 42 in. Reg. \$11.75 ea. Sale Price \$10.58

# obber Footwear for all the Family

Men's Rubbers

Low cut and storm, medium and wide fitting; all sizes. Spe- \$1.65 Men's Rubbers Storm, heavy rolled edge; all Special per pair.. .. .. \$1.85

Men's Storm Rubbers Heavy quality, dull finish, extra heavy red sole; all sizes. Special \$225 Boys' Rubbers

Storm and low cut; sizes \$1.35 Misses Rubbers 3 to 6. Special per pair .... Rolled edge, storm; sizes 3 \$1.60

Youths' Rubbers Low cate and storm; sizes \$1.10

11 to 2. Special per pair. ... Storm rolled edge; sizes 11 \$1.40 to 2. Special per pair ..... Child's Rubbers

Low cut and storm; sizes 4 88c. Tan, low cut; sizes 6 to 10. \$1.15

Black, down cut and storm; \$1.05

Misses' Rubbers Tan, low cut; sizes 11 to 2. \$1.45 Special per pair .. .. ..

Women's Rubbers

Black, low cut and storm; a big assortment to choose from, in styles to suit the new footwear. Special per pair \$1.15 and \$1.30

Women's Rubbers Tan, low cut, newest shapes for the new footwear; sizes 21/2 to \$1.60



# The ROYAL STORES, Limited

visit to the largest public market in ken-eyed, unattractive looking fish. I tol with all its sanitary laws be so and expressed satisfaction all the buy, even finding out the best means turer does, knowing that he has the is the exception and not the rule when Washington, D.C., last summer. I sighed! I thought of the exhibit of benighted while thousands of miles way along, with the result that the rewas looking for the fish stall wedged fish in the public markets of Portland, west, in the newer civilization of the taiter of fish and his women customers lety. He attracts their custom, thus in- who has to deal with the ultimate conamong vegetables and fruit, when my oregon. Stalls with tiled walls, mar Pacific coast should the retail fish are on the best possible terms. They creasing their purchases, building up sumer. Always assured that they are chain of the whole fishing industry I pay Cash down for House nose and eyes became aware of its ble counters, floor drains, fish attraction of his efforts his own business and increasing fish studying their end of the business. lies. The indifferent retailer. The nose and eyes became aware of its ble counters, floor drains, fish attractory markets be so markedly ahead?

show their appreciation of his efforts his own business and increasing fish studying their end of the business, lies. The indifferent retailer. The vicinity at the same time. First the tively dressed lying in glass cases. One thing, they have had in Portbig flies buzzing, then pools of water lined with frosty brine pipes, an ellined with frosty brine pipes, and a second with frosty rels of fish! I asked to see some fish sional fly who ventured near. Why spector, Mrs. Sarah A. Evans, who is from his attractive premises, they would soon disappear. The distributor But as I see it, the men at the top not come in to buy his fish! Women and the retailer plunged his arm into should the public market in Washing- allied with all the federated woman's come, pick it out, allow him to sug- and wholesaler could devote all their of the fishing industry do not have will never come willingly into a place Phone 1960. Adelaide

ing) manifest on every si zo without their fish first lave a prejudice against into cooking it for their famus gin with! Consequently deadlock between the india. tailer and his possible mers which virtually amo yer's strike in some coming up-even with ontinuing in the mediaev which still surround many And this is through the fit which are being sold in clear ive groceries, fresh from rs who are prejudiced fish fillet on this acc clear-sighted enough to day when much of their bust be handled by the grocer. growth of the fillet idea. At stration in a Nova Scotia to asked where I got the fillet cooking. I said they had through the retailer and them there, "What! Buy fish dirty shop? Never. I think I them at my grocer." Which The grocer kept a most shop which lured the we stead of repelling her as the er's had. There is no gett from the fact that the per ca sumption of fish will nev a peak point until the retail industry is thoroughly do not know of any other which continues to be sold mediaeval fashion. Old v ters and dirty blocks ree the smell of ages will always away the daintily dressed wom objects to smelling of fish cause she happens in to orde

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I wonder if it would not for members of some fishing association to co-operate nanufacturers or sellers of date fixtures and refrigera ies for retail fish shops? R ertain dealers who have the o expand, for the purchase ecessities on the ins Thus assisting him and ther he same time. A sort of or subsidy to the retailer vav. his premises would he expansion which wou ome with the installation of provements and assist in the gre ect of the distributor who ca

of vicious circle. More mar not develop with any degree ity, unless there are up-to ary retail markets to attract ce of the fastidious housew lure her in. Then with this wes in the chain strengthened eady to go ahead and put fish map to stay!

(Continued on 9th page



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