

The Brazilian Centenary Exhibition.

A Reply to Exporter.

H. F. SHORTIS.

You are aware, Mr. Editor, that I have been a correspondent who has been under the hedge of anonymity, but in this instance I make an exception. In Saturday's issue of the "Trade Review," a correspondent signing himself "Ex-," has an article entitled "The Centenary Exhibition in Rio de Janeiro." I have a few days ago "that Newfoundland" should be represented at the coming Centenary Exhibition to be held in Rio de Janeiro on the 7th September next. The correspondent is entitled to his opinion, but to my mind, he endeavors to ignore the interests of the Gaspe fishermen for more strenuously than those of Newfoundland. I have a better quote from his article: "The Rio de Janeiro Exhibition takes place next September, and interest for Newfoundland in the exhibition was last week. I fear Mr. Shortis allowed his zeal and optimism to outrun his knowledge of the subject, unless he had in mind thought that Newfoundland exports of fish should make a drastic change in the methods of packing, packing and shipping codfish here come on for over a hundred years. We practically no fish bust with Rio de Janeiro, and can hope to do so, unless we completely change our own system. Rio de Janeiro won't take our fish, as it is not good enough, and not packed the same way in which they get it from packages from Gaspe and Nova Scotia, put up in tubs and boxes. Gaspe fishermen have held this for years and years, and are not going to give it up or allow us to take away their market. It would be a loss for us to attempt to do so."

A STRAIGHT QUERY.

May I ask "Ex-," who informed him that Gaspe fishermen always held the trade with Rio de Janeiro? I can assure him that that is not the case. It is true that I was never in business, but I had opportunities for watching how our great business men conducted their affairs in the past that few people had, and, without egotism I may say, I took a deep interest in such affairs and stored it up in my memory as well as having committed it to paper. "Ex-," has much to learn when he hands over exclusive rights to the Gaspe fishermen in the control of the Rio de Janeiro market or any other market. With careful care and suitable packages, Newfoundland fish can not only compete but successfully drive out of the market any other fish in the world. For his information I wish to tell

THE GOODS.

whenever trust that the man who has the above (the black lines) is not a Newfoundland. The object of every manufacturer, every business man, every trader to advertise their products and to adopt such means as



Got No Sleep

But now the neuritis has gone, the pains have ceased, the nervous system is restored, and the writer of this letter pays a grateful tribute to the medicine which made him well.

Mr. John Woodward, P.T.O., Lucan, Ont., writes:

"It gives me much pleasure to recommend Dr. Chase's medicine, especially the Nerve Food, which I did, and after taking twenty boxes I believe myself almost normal again. I also keep a box of Dr. Chase's Kidney-Liver Pills on hand, and for the past year I seem to enjoy my usual health."

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GERALD S. DOYLE.

"Ex-," that over sixty years ago, and since, we have had quite a large trade with Rio de Janeiro. I can name several St. John's vessels that were employed for years in conveying cargoes of our fish to Rio de Janeiro. To go back seventy years or so, the enterprising firm of Barnes & Co., whose business premises were situated immediately west of Messrs. Job Bros. & Co., for years had the brig Guitania, Capt. Axwell running in the fish trade between St. John's and Rio de Janeiro, and I may add that the captain's daughter, who accompanied him on some of his voyages, was struck by Cupid's dart, surrendered her affections to a young man of the city of Rio, got married, and I presume lived happily ever after. So much for that.

FISH SHIPPED TO RIO.

It is not so many years ago, that the iron barque Helen Isabel, Capt. Vine, owned by the enterprising firm of Baine Johnston & Co., and chartered by Bowring Bros., conveyed a large cargo of codfish from St. John's to Rio de Janeiro. This fish was made up in different packages from the regular drums. They were made of soft wood, something similar to that used in fish-cakes—wide in the bottom and tapering to the top. Now another instance out of many that I know of. The famous brigantine, Ida, Capt. Harris, which was built by Michael Kearney on the ground at the eastern corner of the General Post Office, opposite Croshaw's arch, and launched across the street into the waters of the harbor on the 30th January, 1855, was employed in the trade with Rio de Janeiro, taking a cargo of codfish direct to that port—discharged and took a cargo of coffee to Trieste, Austria, as it was then. I knew several vessels running between Harbor, Grace and Rio de Janeiro in the days of Ridley & Sons, Panton & Munn and later Tessler's barque Camella, Capt. Richard Harvey, barquentine Silver Sea, Capt. Hoburg, and others went to Rio de Janeiro about twenty-five years ago. Some would call at Pernambuco for orders and others sail direct under sealed orders. The captain had much to do with the disposing of the cargo in the past, and, as a rule, the merchant had full confidence in his ability, honesty and discretion.

WHY ADVERTISE GASPE? "Ex-," as the advocate of the

Gaspe fishermen, concludes his epistle with the following words, after foretelling that "it would be useless for us to attempt to take away the Rio de Janeiro market from the Gaspe fishermen and Nova Scotians," forgetting the advice of the late Artemus Ward that "a man should never prophesy unless he was sure it would turn out correct."

"It is possible, however, that all these objections may be overcome and I do not want to throw cold water on Mr. Shortis' enthusiasm, or to oppose the idea of sending fish exhibits to Rio de Janeiro next September, and, should in this connection like to get the opinion of Mr. C. R. Duder on the subject." That is exactly what I advocated in my letter to the Evening Telegram, because we have now a grand opportunity to bring our exhibits of fish and other products before the business and other people of the world. For years we have been advertising our chief products and industries through the columns of foreign journals, which may or may not be of benefit to our country. Probably not more than one in a million has ever read or seen these advertisements, and yet they must have cost the country a considerable amount of money in paying for the space. But now we have the chance to exhibit our products before representative business men and people generally from all countries who will visit the Exhibition in their hundreds of thousands, and they will be in a position to judge for themselves as to the superior qualities of our codfish and other products. If we do not show the Gaspe traders that we can put out of hand as good an article as they can at the Centenary Exhibition in Brazil, our people of the future will gasp (e) with amazement at the lack of enterprise on the part of our people of the present day. In permitting such an opportunity to pass without taking full advantage of it.

TRADING ON N. F. PRODUCE. Did it ever strike "Ex-," or any other business man in St. John's or elsewhere that for years Nova Scotia fish dealers have been purchasing our fish by telegraph, and sending down their agents here to purchase cargoes, chartering vessels, extra handling, insurance, etc. shipping the fish to southern markets and making handsome profits? I had a very dear friend, who passed away a year or two ago, who visited Newfoundland each fall of the year, purchased five or six cargoes of our codfish, conveyed it to Halifax on schooners, and sold it in foreign markets, realizing as he told me him-

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self from two to two dollars and forty cents quintal thereon. The fact that he followed it up for several years is sufficient proof that he was successful in his transactions. But I am safe in saying that when that fish was shipped to market it was not marked Newfoundland fish. It is to be regretted that through carelessness in shipping our fish to the West India market, we lost a very considerable amount of trade, and played into the hands of Nova Scotia. Are we going to show the people of Brazil and the business men of the world that our codfish still hold the palm as the best in the world, and show them conclusively that we can uphold our well-earned title which was fought for and won by our ancestors. Let us hope that some enterprising firm such as Baine Johnston & Co., Bowring Bros., A. E. Hickman, Job Bros, James Baird, W. A. Munn, J. Rorke & Sons, J. E. Patten, S. Harris Ltd., John Penny & Sons, Clement & Co., and others will take the matter up, and see to it that Newfoundland is neither afraid nor ashamed to submit the products of our country to the scrutiny of the people of the world. This is all I have to say about it, and as "Ex-," has asked for Mr. Duder's opinion, I am sure he will be only too pleased to

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give it. No man is more qualified to do so, and I am certain the gentlemanly courteous Vice-Consul for Brazil in this city, Mr. John Fenelon, will readily assist in doing all in his power to forward the interests of his native land by seeing that our exhibits will have a prominent place in the Exhibition should our people decide to send them there.

Killed His Son to Save His Soul.

Frank Piano, sr., who killed his wayward son to "save his soul," was in Chicago, on March 23, acquitted for the second time. Piano killed his son exactly two years ago. A jury at that time adjudged him insane. The jury last week decided that he had since recovered his sanity, but he was insane when he did the killing. This sets him free, and the verdict meets with popular approval. Piano, who is the hard-working head of a large family, was unable to control his son,

who was a member of a "corner loafer" gang, and who would not work. "Sooner or later," the father argued, "the police will kill the boy." In a final effort to get the youth to return home, and conduct himself decently, father and son engaged in a street-battle, and the boy was slain. "It was better I should kill him, and save his soul, than that the State should hang him after he had been steeped in crime beyond redemption," said Piano.

The jury and the public generally agreed with the father.

—By Bud Fisher.

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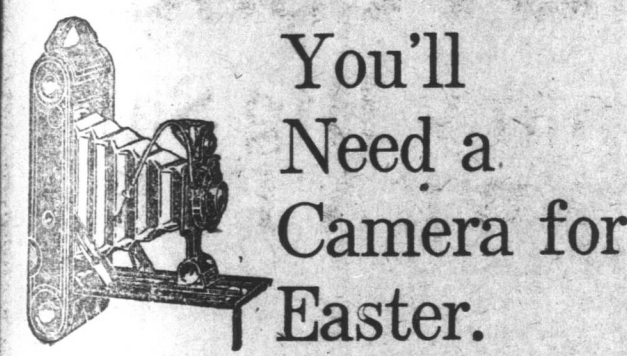
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