

**Co-Operative Marketing****A FISHERMAN'S OPINION OF CURE.**

Editor Evening Telegram

Dear Sir.—Sometime ago you published for me a very able letter concerning "Co-operative Marketing I had received from a remarkably intelligent fisherman. That letter was widely commented on. The enclosed will prove as interesting, I hope. Please publish it.

Yours truly,

ALFRED B. MORINE.

April 22nd, 1922.

**APPROVES LECTURE.**

Mr. A. B. Morine,

St. John's.

Dear Sir.—If further proof were necessary of your earnestness in the matter of Co-operation, you have given it in your lecture before the "Rotary Club" at St. John's a few days ago. In that lecture you specialize upon the elimination of local competition and the cure of fish. As it happened, the cure of fish was to be the main object of my next letter, and, consequently, you are to get it much earlier than I expected. Now, I notice particularly that you build on the expectation, that as soon as fishermen become a part of the different Associations they will, as partners, turn out a good quality of fish. Most certainly one would think so. The reasons for doing this would look quite imperative; in fact better cure—GOOD CURE—would be absolutely essential to success. No fisherman could fail to see that it was up to him to bring in a fair reward for his product. But in spite of the stimulating thought of partnership and good prices, I venture to say, with strong and earnest conviction, that in all too many cases the quality would be indifferent.

**FISH CURING A SCIENCE.**

Because you ARE NOT a fisherman, Mr. Morine, you may not know that fish-curing is a science in itself. No man living, without full experience, and a thoroughly observant nature, can deliver you anywhere from a good to a special quality of shore fish. Furthermore, besides knowing how, any person, before starting to "make" this quality, must be honestly prepared to set no limit to the work; trouble and worry he will have to endure to have in the end a special quality of fish. It is not enough to catch, split, salt and carry on the flake. It must be watched in warm weather, and covered with boughs, canvas, or something that will shield it from burning, every day from 9 a.m. till 3 p.m., until it gets to a certain hardness; then stored and brought out at intervals for another drying, until it absolutely refuses to contract the least particle of moisture. In this part of it alone there is endless trouble. Fish must be protected from bad weather from the knife to the store, in waterhorse, fagot or pile. Rain, fog, or extreme "sun blasts," must not be allowed to get at it, or you can rest assured, the article will be a poor one.

**IGNORANT OF SALTING.**

You would be amazed to find just how great a number of fishermen there are who don't know how to salt "shore" fish. A big majority salt by "surface," instead of concentrating on their job, and don't consider thickness as well as size. Thick, plump fish requires more salt than thin ones of the same sized surface, and the result of neglect of this fact is that in lots of fish you seldom find uniformity of quality. Some fish will be too slack of salt, other fish will have too much, and between the two there will be found a little good fish, made good by accident. If you took a hundred shore fishermen, and asked them into how many bulks did they their salt shore fish, 90% of them would reply "oh, we salt all in one bulk." Now here is another error. What every "shoreman" should do as an absolute necessity is to make as many different bins as his space will allow. Salt fish in

one, then in another, and allow no fish to lie longer than a fortnight, if it is possible to remove it to the flake. Washing at this time means especially clean bright looking fish; while if you use but one bulk in salting, the fish is the last to come out. In many cases with too little salt, and the dirt so hardened in by top pressure that it is impossible to clean it.

Of course this is not meant as a treatise on fish-curing; if it was this letter would be very long, but these remarks are brought in to support my theory, that in the delivery of different "makes" of fish to the Associations there would still be a big lot of indifferent make, and there would, I presume, be a great deal of dissatisfaction. The very fact that "backing out" would become optional at the end of each season, would mean a loss to the Associations of the very quality of fish necessary to establish its reputation. I maintain, Sir, that shore fish-making is a science, known only to a few, and those few, wherever located, know that while the North passes in large quantities of fish of indifferent make, the West Coast is not at all for a very bad quality altogether. (Query: Editor Telegram) And until this is remedied, the Association couldn't make a reputation on which to stand.

**FRUIT GROWS: FISH IS CURED.**

The California fruit growers have quite a different matter to handle. Aside from cultivation of the ground (root cultivation I mean) fruit grows spontaneously, ripens spontaneously, and if from the lack of proper attention any individual has small crop, he can't blame it on his neighbors, just as the fisherman with the smaller catch of fish. Our one evil is bad cure, but unless I am poorly informed, the fruit grower does not cure his fruit. I certainly wish I could share your views in believing that the making of a fisherman a partner in the sale of his fish is all that is necessary to get him to make good fish. In a more indirect way, every fisherman is a partner of sales to-day. Few fishermen there are who fail to see that being up against foreign competition effects the whole country. Few there are who fail to realize that if we cure our fish properly, we need not fear competition, yet we still cure the same old quality. Even the regulations, which also gave instructions and dire threats against bad cure, failed to make any difference.

Why? Because fishermen on the whole do not know how. A poor compliment you say. No, I do not mean it as such. Now, suppose you sent your boy to College or some University to learn the medical profession; if today he studies anatomy and drugs, tomorrow shoe-making, and the next day the arts of the goldsmith, when, do you think, he will get his diploma and M. D. attachment? Just so with a big lot of fishermen. This year curing Labrador make of fish, next year Shore, and next he goes to the Sydney Mines or Bell Is., Grand Falls, or perhaps Pogie-fishing.

**EXIGENCIES OF THE VOYAGE.**

Again, in cases of small crews, and lots of fish to be had, it happens that thousands of quintals of fish intended for August cure is perforce kept in bulk until bad fall weather sets in,—the salters of those crews last season are, perhaps, splitters this, and the fish is not properly salted, and there you are; thus the thing goes on, and the wonder is that fish turns out as good as it does. Yet, in spite of all those obstacles, it is quite certain that good fish can be made, and made. After all, your prediction, coupled with the reasons you mention, may turn out to be correct. One thing is sure, whether the cure is generally good, indifferent or bad, honest grading will, in a short time, restore confidence in our customers, and for a long competition becomes an imaginary evil only. As to Labrador cure, any one can, if they will, have a special quality always. As far as my opinion goes, the whole necessity may be summed up very briefly, i.e. (a) the elimination of competition in the markets; (b) an improvement, if possible, in the cure; (c) honest and consistent grading and branding.

**WHERE WILL THE OBGIES END?**

Now just here you will smile and say, oh, you are simply telling me something I told you, but I am sure you know, that to the most casual observer, the need has been plain for many years; and where you draw my attention in such a way as to cause me to write you thereon is in your manifest desire to keep it free from politics (in operation, I think), and consequent partisanship. That fact alone is worth while considering. I said in the beginning, "you specialize, etc., etc." Really, your address looks to me to be all special. One thing is certain, you are very much in earnest over the matter, and I am certainly hoping to see some action taken in the near future; though, by the way, may I ask the question, what is the use of striving for that extra dollar, when it means but forty or fifty cents for me and my family? It really does seem a great waste to earn money just now, when a man's sole responsibility lies in creating revenue for further organs of squander. Where, oh where, Mr. Morine, will it end?

MINARD'S LINIMENT FOR GARGET IN COWS.

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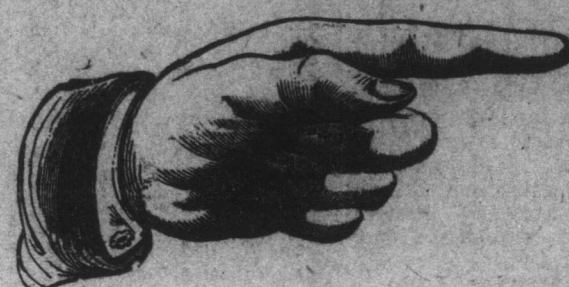
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We have just purchased the entire surplus stock of dresses of one of the famous retail stores on Fifth Avenue, New York, which is now on sale at our store.

**60 Serge Pleated Dresses**, with Sailor Collars, in Fine Serge, the right dress for a College Girl, clearing at **7.90**.

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**40 Satin Dresses**, in Brown, Navy and Black, beautifully designed, selling at **7.90**.

**80 Jersey Dresses**, some sleeveless, colors—Fawn, Saxe Blue, neatly embroidered, going at **7.90**.

**30 Tricolette Dresses**, one-piece and overskirts effect, neatly designed, in Brown, Navy, Fawn, Grey and Black, clearing at **7.90**.

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Come first to select the best one. One look will convince you. A small deposit will hold any dress in our store until you are ready to call.

**Special.**

One lot of Men's and Boy's American Boots, all sizes, in Black and Brown, going at 2.75, 3.40, 3.75, 4.00, 6.00 and 7.20.

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Men's American Suits, very newest styles and shades—colors Steel Gray, Brown, Blue and P. Stripe, selling from 23.00 up.

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**English-American Clothing Company**

'Phone 871.

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Honestly now, do you think the Government is actually losing revenue by bleeding the people so mercilessly?  
Yours sincerely,  
S. I. T.  
March 30th, 1922.

**ONE POTENT INFLUENCE.**

Dear Sir.—I have read your letter dated March 30th with great interest and profit. It is to me an illuminating disquisition of the science of curing fish. I understand your argument to be this, that while making the fisherman a partner in the sale price abroad of his fish, by co-operative marketing, will undoubtedly, do much to stimulate good fish making, it will not alone result in good cure of all exported fish, for much fish is "made" by incompetent persons. In reply, I draw your attention to the fact that I did not propose profit-sharing alone as a "cure-all" for bad fish, but only as one potent influence to that desirable end. Many fishermen would be too shortsighted, or too impatient, perhaps, to be content to give honest fish for an honest price, and there would, of course, be a constant struggle with the owners of poor fish, anxious to get clear of it, in addition to the difficulties you refer to. But, under the co-operative system, every fisherman's neighbor, in the same neighbourhood Association, would be his partner, and, therefore his critic, and community self-interest would compel a standard no legislative enactment could establish. Each Association, too, would by its officers, enforce regard for quality, by standardizing, and if any Association failed to do this rigidly, the District Exchange to which it belonged, and which would ship its fish, would call the Association to account.

**Fertilizers.**

We have basic slag in bags containing about 200 lbs. which we are selling at \$2.00 per bag or equal to one cent per pound.

This is the right time to put Basic Slag on your field because being a slow working fertilizer, it needs to be put on the ground early. About the end of this month we shall have a supply of quick working fertilizers for potatoes, turnips, etc. prices will be higher than Basic Slag so if Basic Slag will do you, get it now and use it now.  
apr18,tf

THE COMPULSION OF SELF PRESERVATION.  
Self-preservation, in fact, would at all times be powerfully enforcing "pull," and, therefore, be compelling the best make possible. One task of the Central Exchange would be to widely circulate instructions as to the cure and grading of fish. A department of experts—like yourself—would be maintained to teach proper methods. The non-existence in this Colony of an authoritative central body, to inquire, report and instruct upon many fish problems, has been a great loss. The Department of Marine and Fisheries should be doing work of this kind, but it is worse than useless, and as well, profitless. Your reference to the fruit growers' problems is not "critically correct." The growth of fruit is not "spontaneous" to the degree you represent. Oranges and lemons have their diseases! Cultivating, pruning, spraying, picking, grading, boxing, shipping and marketing are all problems requiring expert consideration, and in all of them co-operation has had marvellous results. Growers, like fishermen, have needed instruction.  
Yours truly,  
ALFRED B. MORINE.  
April 21st, 1922.

**Spanish Flu**

Claims Many Victims in Canada and should be Guarded Against.

**Minard's Liniment**

Is a Great Preventative, being one of the oldest remedies used. Minard's Liniment has relieved thousands of cases of Grippe, Bronchitis, Sore Throat, Asthma and similar diseases. It is an Enemy to Germs. Thousands of bottles being used every day. For sale by all druggists and general dealers.

**SOME OF THE SYMPTOMS.**

WALT MASON

I'm burning with fever, I'm shaking with chills; I'm weary of taking Doc Hathaway's pills!

he says they are dingers at curing the flu; I'm worse after taking a bushel or two. The taste in my mouth is a sight to be seen, my tongue is all furrowed with a fungus that's green; my appetite's gone and this life is a frost, and I cough till I sound like a motor's exhaust. For Hathaway's pills I have blown in my change, and Hathaway's pills may be good for the mango; for fabled diseases perhaps they will do, but they are no good when you're down with the flu. Some Spaniard invented the flu, I've been told, supplanting the grip and the old fashioned cold; and when I feel better it will be my aim to locate that Spaniard and climb on his frame; the man who will spring such a beastly disease, and ship it in malice across the wide seas, deserves what he'll get when I camp on his trail, the cold-eyed avenger, relentless and pale. Doc Hathaway, too, will pass under the rod for trading his pills for my hard-earned wad. So, dreaming of vengeance, I shiver and shake,

and sizzle with fever, and strangle and ache; my tubes are all rusted, I breathe with a hiss, I sound like an auto whose cylinders miss.

**The Week's Calendar.**

**APRIL—4th MONTH—30 DAYS.**  
24.—MONDAY. Justin McCarthy, writer and historian died, 1912.  
25.—TUESDAY. St. Mark. Princess Mary born, 1897.  
26.—WEDNESDAY. Founder of Krupp's born, 1872. German Naval Raid on Ramsgate, 1917.  
27.—THURSDAY. New Moon. Habeas Corpus Act, 1879. S.S. Anglo Saxon wrecked, 1863.  
28.—FRIDAY. Battle of Dunbar, 1296. Mutiny of the Bounty, 1789.  
29.—SATURDAY. Crimean War ended, 1856. Battle of Barber, 1883. Easter Outbreak in Ireland, 1916. Fall of Kut, 1916.  
30.—SUNDAY. 2nd after Easter. Battle of Fontenoy, 1745. Bishop of London enthroned, 1901.

**PILES**

Do not suffer another day with itching, bleeding, or protruding piles. No surgical operation required. Dr. Chase's Ointment will relieve you at once and afford lasting benefit. See a box; all dealers, or Edmundson, Bates & Co., Limited, Toronto. Sample Box free if you mention this paper and enclose 25c stamp to pay postage.

Gold and silver cloth is used in combination with red for milady's favorite mules.

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Feb 27, m. w. t. f.

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