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AGENTS FOR Nfld.
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YOU WILL EVENTUALLY INSURE WITH
US. WHY NOT NOW?
May 17 and 5m

Shore Fish Suggestions

Editor Evening Telegram.

Dear Sir.—On reading the Advocate editorial of Sept. 24 I felt sorry for being the medium through which you received such a wordy wallowing, but on second consideration I don't know if you deserve much sympathy in your usurpation of privileges belonging solely to that paper.

How dare you, Sir, make a sampling room of your office for codfish? Who could ever dream of the fact that any fisherman would ever respect the Telegram so and be a party to the act which alone could so outrage the dignity of its contemporary? Well, well.

The Advocate seemingly still fails to see the self-evident fact that regulations on cure and compulsory prices cannot go hand in hand. That reminds one of the man who began to build a house and planned to put on the roof while yet the under structure was being laid. The under structure of foundation of outright sale or advance orders for our codfish is good cure and honest grading and packing; then this tussle which the Advocate is having with that imaginary devil of consignment will gradually disappear of its own accord.

However well or much we may like or dislike the statement that other fish-producing countries are paying more attention to and making better progress with the cure than we are when such a statement broadens out into hard facts why give a simple kick of impatience against it. Nothing but a far-fetched stimulant to jealousy can prompt it. As a matter of fact thousands of fishermen in this country to-day instead of being tickled with vanity over being told they are excellent curers of fish will readily admit that much of our catch is not what it ought to be. But, of course when we reach a point where compensation runs even approximately proportionate with trouble taken ninety per cent. of our fishermen can turn out an excellent article.

One thing is quite clear, however, I am not a fish-exporter and consequently cannot see the possible reasons why those who do export fish make, apparently, very little effort towards Standardization with Outright Sales in prospect. "All the merchants," says a prominent fish buyer in a letter addressed to me and dated August 26th, 1922, "would like to have Standardization but are making no attempt to bring it about. You are perfectly right, Standardization is the foundation for outright sales."

It will be noticed that this gentleman does not say Standardization and compulsory prices simultaneously, but Standardization as a means to Outright Sales. That, I think, is the only logical way.

While there is much diversity of opinion on many matters relating to the fishery the urgent necessity of doing something towards holding our markets and incidentally maintaining the highest possible prices is unanimously agreed upon. That was the misguided aim of the infamous Regulations and would be the main object of Co-operation, and in this connection I feel convinced that if we could have started this a few years ago when we were more prosperous, we could have succeeded. To-day one rule of Co-operation makes Co-operation impossible unless, and until we had every part of the system properly functioning. It is this. Warehouse receipts or any receipts that do not (to-day) show full and immediate return for the season's shipment of fish could not be acceptable to a fisherman. He is now, if he ever was, running on short credit—a promissory note system if you like—and if, as in the case, he cannot get along on immediate return a prolonged delay for higher possible profits would prove disastrous. This, however, cannot be called even a faint attempt to discredit the system. It has many strong points to recommend it, some of which could with profit be grafted onto the present method of sale and export.

Borrowing of course from co-operation, what is there to hinder individual fishermen from packing his own fish at the present time? It looks to me a very feasible plan; one that by its very nature cannot become suddenly general as to knock down the present mode of sale and leave us half way to nowhere. If any fish buyer thought well of it a waist all would bring, no doubt, a few who would be willing to try it. Then let there be an arrangement made binding the exporter to ship all A.1 fish as received, undyed—if he so preferred—his own brand. As to the packages, there should be no difficulty in fixing about the cost. At present if an exporter puts fish in containers of any kind he certainly has to buy them, so whatever party found them they would not rest upon the fisherman's account as a real part of his expenses.

Of course there might be one obstacle in the way that could militate against the working out of such a plan. It would be fairly fair to expect from the merchant fancy prices in the first season even for fancy fish. It would be meant by both parties as an honest and sincere attempt to (a) improve the cure, (b) to restore confidence in our customers and ultimately derive better returns for our fish. This plan would seem to have

some strong points to recommend it, but prominent above them all would be the fact that one fish exporter could try it out independent of the other. If it brought no extra returns no one would stand to lose a cent; if as seems certain it proved to be worth while, every fish buyer would have to follow suit, and once the system got fairly started if all fishermen did not care to pack their own catch the merchant would see to the proper grading and packing in any case.

It might be argued that prime No. 1 shore fish runs in too small a quantity to draw attention to this proposal at all. That may be so, but please consider this fact. The man who knows his cure of fish is indifferent or bad would not of course glance twice at such a suggestion. On the other hand the man who invariably offers a quality from fair to prime; supplies yearly prima facie evidence of anxiousness and strong desire to have the country drawing maximum benefits from the harvest of the fish and this is the kind of men that could undoubtedly be relied upon to continue the fight a little longer for a fair reputation on our fishery products, and I say with conviction, enough and to spare of this quality of men would gladly rush to any reasonable looking plan and try it out without ever hoping for extra returns for one year at least.

Now when you come to look at matters squarely and do not look past strange that exhibitions take place and prizes are offered for almost every other product under the sun except Newfoundland codfish? I would not, of course, suggest anything under government supervision because political capital can be made out of rotten pumpkins, but could not the Board of Trade (the personnel of which being made up of fish exporters and business men) set up an exhibition next year and offer a prize for the best package of dry shore codfish shown? Possibly they may have a better proposition. Possibly as practical men, not theorists like myself, they may understand that no other system than the present could ever become workable.

If that is so we shall not simply fail to increase our output of prime goods, but find a gradual falling off as the years go by. Such an outlook may, possibly, revive radical measures once more, but such are and must be eternally foredoomed to failure. Some unpretending and not elaborate plan is the only way out. In other words while as you say very truthfully, "the fishermen are not wholly blameless," there are very few of them who will fall to "show the goods" if some plan bringing higher returns can be evolved.

Reading between the lines it will I think be readily understood that I am referring to shore fish only. To me it should not seem necessary to issue instructions and warnings to those who catch Labrador fish. To induce them to turn out a prime article. The process is too simple aside from ordinary care to need wording here. It is the method of curing shore fish that needs reviving badly. Labrador fish if properly salted will not deteriorate easily, but shore fish badly cured for is scarcely eatable in this country. What can it be like when it reaches the consumer in the foreign markets?

Yours truly,
FISHERMAN.

Oct. 4, 1923.

Architects Baffled

Kobe, Oct. 13th (Canadian Press).—Building experts are still puzzled by the performance of various types of architecture under the strain of the Tokyo and Yokohama earthquake, and opinions differ as to the ideal structure to withstand violent tremors. Buildings do not tire of talking of the marvel of the Imperial Hotel at Tokyo. The critics of that building had declared it would be a death trap in case of an earthquake, but there it stands with hardly a crack, and only a few of the high standard vases thrown. After the first severe shocks people slept confidently during the quakes

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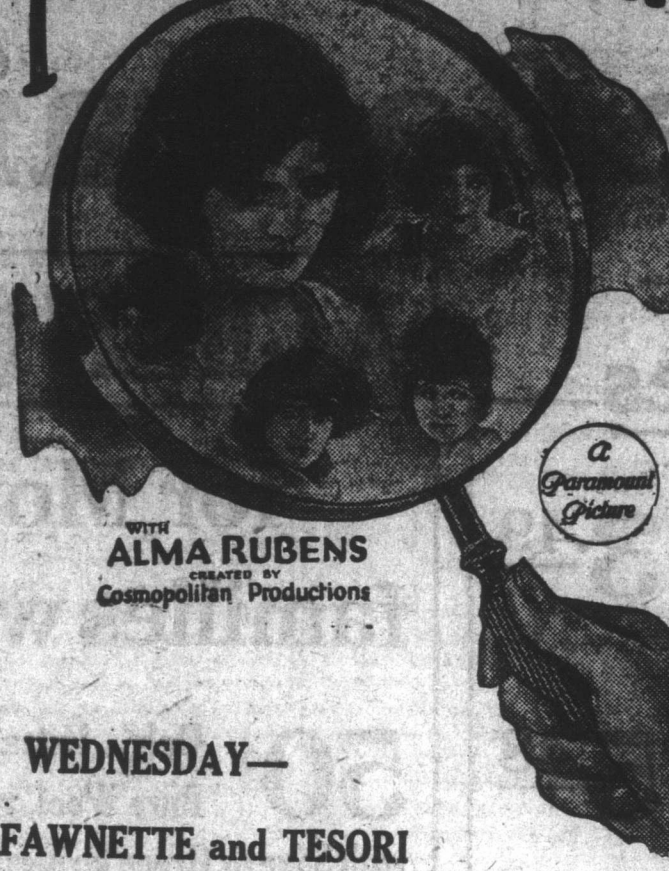
Always keep a supply in the house. This is the milk that saves the sugar.



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in a Shuffle Dance.

Broadway high and low life—gold digging vamp and innocent girl from the country—all New York at its best and worst, lives in this gripping mystery-melo drama.

It is a picture which holds you from beginning to end.

MR. TESORI

Sings (A) A DREAM.

(B) MY WILD IRISH ROSE.

MISS FAWNETTE

Sings FANCY NANCY and dances THE DANCE OF THE EMERALD ISLE.

Admission 20c.

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TIGER BORAX SOAP

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TIGER BORAX SOAP

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that followed for several days and remained inside during the day. One guest says he felt safer in the hotel than outside. He did not know how it was done, or what stuff it was made of, but even the ceiling kept up. In his room there was not a crack. He reckoned there was only one man who could now come to Japan and get big contracts for quake-proof buildings and that was the architect of the Imperial Hotel.

As to reinforced concrete buildings, one hears all sorts of opinions here. In Tokyo one such building, which was declared by its architect to be about the best constructed in the city, is now an unsightly wreck, and not far from it there is an ordinary brick building that has stood. The high telephone building under construction in Yokohama, on the other hand, is a fine example of reinforced construction that has stood the test.

Certainly the proportion of reinforced walls that are standing seems

to be larger than that of brick. And then, as if to ridicule theories, some of the very lofty brick chimneys rear their height as if there had been no shock.

There seems little to be said for Japanese wooden houses, with heavy tiled roofs in a really severe shock. Engineers point out that reinforced concrete is not one type of construction but many. All that laymen can say is that there seems to be plenty for the experts to puzzle over.

But the marvel of the Imperial Hotel remains. The severity of the test may be gauged from the fact that the foundations have settled in parts. For

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