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Co-Operative Marketing.

A. B. Morine, K.C., Addresses Board of Trade.

A lecture of more than ordinary importance was delivered before a representative gathering of merchants and business men at the Board of Trade rooms yesterday afternoon by Mr. A. B. Morine, K.C., his subject being "Co-Operative Marketing." As explained by the lecturer the time for change in the present system of marketing our fish appears to be not far distant, so that a thorough study of the best methods to adopt becomes necessary if the country is not to be subjected to a system which may be based on workable or lacking in some essential features. He noted this in view of the fact that Mr. Coaker had announced at the recent convention on rationalization of fish would be a plank in the next political platform of that gentleman. The lecture, delivered from manuscript, was punctuated here and there by short explanations and the speaker, who was listened to with closest attention, was warmly applauded at the conclusion. Mr. A. B. Morine presided and explained that being approached by a number of people to request Mr. Morine to give his views on a more satisfactory system of marketing our fish, he had decided to present his views at the present time. The "Council" had induced him to lecture on Co-Operative Marketing. Apparently the meeting was unanimous that the time for some definite action had arrived and on this point Mr. Walter Morine who proposed a vote of thanks to the lecturer was perhaps the most spoken exponent. He said that prominent exporters had within a very short period submitted various plans for the betterment of the fish business, especially in the one essential point—competition amongst ourselves. The foreign market—but he had very confidence that the suggestions made by Mr. Morine were far ahead of any he had heard so far. He urged the trade to sink all petty differences and work for the common good in place of the ruinous competition and even if it took all winter to discuss plans he considered the time would be well spent. He saw many changes in the scheme as outlined by the lecturer and he felt sure that it would be largely supported by the men who produce. For his own part he would give it his endorsement although its adoption would mean a great loss to him in that he was the agent for Mendez Lima & Co., a job that would cease under Co-Operative Marketing. The scheme, he thought, was very feasible and could be worked out if all pulled together. Such a plan, he considered, added a dollar to the value of our fish. Mr. Morine was heartily applauded. In answering the vote of thanks, Mr. J. C. Hepburn asked that the subject be given very careful consideration. The scheme appeared on first consideration to be too elaborate, but this objection could be surmounted if all pulled together to simplify it. His opinion was that most of the present difficulties would disappear if they went back to the old system of standardization and regulated shipments.

Mr. W. G. Gosling spoke at some length on the subject, and suggested that the lecture should be published in pamphlet form, so that it could be read in detail, for, as he said, there was a great deal more in it than could be said in a few minutes. He had compared our present marketing system with that of some of the other countries and he found that they followed the lines of general standardization throughout the world. The cause of a great deal of the present mood is because people do not understand what makes values what makes prices. He had his own opinion that it would be advisable to change the present system, as it is by a change in marketing that we could secure or safety lies. What was needed was to create a greater demand for our produce.

Mr. Brian Dunfield also took part in the discussion and requested Mr. Morine to be kind enough to furnish information which he possessed on the methods adopted by the

California Fruit Growers Association, which he thought was analogous to the plan that Mr. Morine had placed before them. He offered to furnish some information of a Danish scheme also analogous, with all available data by which the discussions of the subject to follow, would be greatly helped. Before the Chairman brought the meeting to a close Mr. Morine answered some of the points that had been raised by various speakers. He urged the trade to look past him and seek more expert knowledge of the system from such men as Sapio and others. The system of Co-Operative Marketing has been long established, and though there was no difference in principle there were immense differences in details. In Co-Operative Marketing the law of supply and demand met. Supply is not allowed to overtop demand, and vice versa. The system has spread everywhere. It is to be seen in the Standard Oil Co., The United Steel Co., and other large industrial plants. In New Zealand the cheese making industry is handled in this way. In California oranges, raisins, etc. In Nova Scotia apples and in Virginia the tobacco leaf raisers. The latter, growing Burley leaf have succeeded by Co-Operative effort in raising the price from 20 cents to 30 per pound within a short period.

Before the vote was put, President Hickman said that all the people were interested in the marketing of our produce. He said that every man was an inventor, and everyone had some new idea. He believed that what was needed in Newfoundland was a strict standardization of our fish and he believed that our produce could be marketed just as readily as the Canadian flour. Now every exporter had a standard of his own. Last year in Italy together with the Italian buyer he viewed a cask of fish which had been shipped from here, and the contents ranged from fish eight inches long to 22 inches. With a condition of affairs like this we would find it difficult to get our buyers to pay cash against documents. He was very pleased to see Mr. Morine take the matter up and he hoped some good would come of it.

Mr. L. C. Outerbridge also supported the vote of thanks to Mr. Morine and he was glad that a starting point had been made. He, however, said we must stand four square in this matter of co-operation, as we had all our eggs in the one basket, and if we fell, all went down together. The motion was then put to the meeting and heartily accorded.

MR. MORINE'S ADDRESS.

Mr. President & Gentlemen:—This address was given before a representative gathering of merchants and business men at the Board of Trade rooms yesterday afternoon. I am sure you will find it of interest. I have responded about co-operative marketing were kind enough to suggest that I should meet and have a talk about the subject with interested exporters, and I gladly agreed to avail of the privilege. When I mentioned to the

Secretary of this Board an hour when I could attend, I was told that a general meeting of the Board, to hear me, had been decided upon, and that imposed upon me, I thought, the duty of preparing some sort of address, instead of merely taking part in the free and easy discussion I had expected. For the matter I am to speak upon is of great complexity, and one would not care to publish unconsidered words. But the time for preparation has been brief, and I am compelled to ask in advance your pardon for the deficiencies I am sure will appear. Treat me as your guest, and be gracious unto me. In fancy, I hear somebody say "he doesn't know a codfish from a sculpin, why should he talk of fish marketing," and I am compelled to admit, that with regard to the practical questions of culling, packing, shipping and selling fish, the gibe is approximately true. But, sir, I would remind you that economic principles are the same in marketing one commodity as another, whether it be fish or brains, and that just as real business is often done by men who know nothing of those principles, so fish marketing may be intelligently discussed by those who know little, practically, of fish or fish selling. I speak to-day as a student of economic principles, not as a practical dealer in fish and make suggestions only, as my contribution to the consideration of a very important subject.

UNSYSTEMATIC MARKETING.

It is almost universally admitted—that the unsystematic marketing of our fish products abroad is seriously detrimental to the Colony, creating undue competition amongst our own exporters glutting some markets and starving others, and frequently causing our exporters to be victimized by dishonest or inefficient agents, and that the marketing, by fishermen in our home markets is equally unsatisfactory, causing a glut some times, and scarcity at others, and chilling and killing the ambition and enterprise of many who might otherwise make good.

As now conducted, exporting is a gamble, and fishing is a hopeless enterprise. It is untrue that exporters only are injured by our bad marketing abroad. Loss by sales abroad is a corporate loss to the whole Colony.

Loss by sales at home is primarily an individual loss, though by indirection, the results of a bad system of marketing locally, by discouraging fishermen, may become a menace to the welfare of the whole Colony.

There is on all sides a cry for reform, and unless that cry is heeded, and a considered remedy applied, some quack proposal may be imposed upon us, destroying vested interests, launching the Colony upon dangerous experiments, and resulting in widespread loss and suffering.

Signal recognition of the fact that great loss occurs by bad marketing abroad has been made by concerted attempts at a cure—

(1) Attempts by voluntary agreement.

(2) The attempt in 1920 by Statute and Regulation.

CHIEF CAUSE OF FAILURE.

One chief cause of their failure was the fact that they were not based on a pooling of interests. You cannot have divergent interests and harmonious control at the same time. How could exporters be expected to work harmoniously to regulate shipments when their relative profits depended upon their competition with each other?

How could a system of regulation endure which deferred one shipment to another when the opportunity of getting first to market meant profit, perhaps, and to be late meant loss, when the members of the controlling authority were competitors with exporters not within the charmed circle, and when even the members of the authority were competitors with each other.

FUNDAMENTALS.

Let me here state certain principles which I regard as fundamental in good fish marketing.

Write Gifts

You can find no gift to more aptly convey your affection, your understanding, and your yearning for deeper friendship than **Boxed Writing Paper—"The WRITE Gift"**. In its character, its selection and its significance, it expresses to the recipient much of all that you feel.

OUR PRICES:
33c., 60c., 85c. \$1.20, \$1.75, \$2.20 to \$4.80 Box.

Ivory Pyralin

Dressing Combs, Nail Files, Cuticle Knives, Shoe Horns, Buffers, Scissors, Cream Jars, Hair Receivers, Powder Boxes, Brushes, Mirrors, Frames, Trays, Clocks, Jewel Boxes.

Prices are from 85c. to \$9.60 ea.

Perfumes

— AT —
Special Prices

FOR XMAS GIFTS

We have a Special Lot of Perfumes from 95c. up, that are much under the prices usually asked for such high class products.

Sticks

With Spears
at \$1.00 & \$1.40 up to \$8.50.
Here is a Gift that will prevent accidents to your friends.

Umbrellas

For Men and Women.
In Silk and Unions. Exceptional values for Xmas Trade.

SANTACL AUS

ARRIVED
AND APPEARED AT

Bishop's

TUESDAY AFTERNOON.

The Toy Department is a gay, busy place these days, with Santa Claus himself in the midst of it to greet and advise his little friends. Every day he brings out new Toys and Dolls and Animals to take the place of those that are sold; and each new lot of Toys seems more enchanting than another.

Santa Claus Brought

DOLLS, DOLLS' CARRIAGES, BOOKS, GAMES, MAGIC LANTERNS, MOVING PICTURE MACHINES, WASHING SETS, KITCHEN CABINETS, FURNITURE, TRAINS ON TRACKS, TROLLEYS, FLOUR SIFTERS, EGG BEATERS, BOILERS, CUTLERY SETS, MECHANICAL TOYS, REPEATING PISTOLS, ROCKING HORSES, HORSES, PAINT SETS, NOISE MAKERS TRUMPETS, HORNS, TREE CANDLES, CANDLE HOLDERS BALLS, BALLOONS, BANJOS, MANDOLINS, CONCERTINAS, SCOOTERS, TOPS, PUSH TOYS, and many other Toys that will give endless joy to our boys and girls.

IN OUR

Men's Department

WE ARE

Reducing Prices

OF

CIGAR CASES, TOILET SETS, ASH TRAYS, MILITARY BRUSHES, CIGARETTE CASES, SMOKING SETS, SILK HANDKERCHIEFS, SILK MUFFLERS, FANCY VESTS, DANCING PUMPS, CARD CASES, CUFF LINKS, and other Xmas Gifts.

All Must be Sold in the
Next Ten Days.

BISHOP, SONS & CO. Ltd.

ST. JOHN'S.

THE GREATEST

XMAS GIFT SHOP

OF ST. JOHN'S

Bishop's

LADIES' DEPT.

has again taken upon itself the responsibility of making your gift-giving enjoyable and very simple.

Xmas Handkerchiefs

11c., 15c., 22c. & 45c.

Ordered from Belfast specially for the Xmas Gift trade and just come to hand to-day. The sweetest and daintiest we have yet shown.

We have lifted from your shoulders the fatigue of Xmas shopping. For

95c. each

we show one whole display counter of Veils, Handkerchiefs, Ear-rings, Vanities, Cushions, Pocket Knives, Jewel Cases, etc.

Glove Silk Underwear

Limitless in the variety of their charm that offer a wide choice in personal gifts. These are Vests, Bloomers, Slips, Camisoles, etc.; some tailored, some elaborately embroidered, and many trimmed with delicately patterned lace and ribbons

AT

Sale Prices

FOR XMAS TRADE.

FIRST—Fish, being perishable, must be marketed yearly, and also because old fish kills a new market. That means you cannot profitably withhold sale waiting for a fixed price. If you do, competitors will take your place your fish will accumulate, and knowledge of the accumulation will depress the markets. That is what happened in 1920.

SECOND—Because you cannot wisely withhold, you must seek markets, not wait for customers to come to you. If you do wait, others will not.

while you are waiting, others will steal your customers. That also happened in 1920. We have not yet got all old customers back, and perhaps never shall. Contrary to much that has recently appeared, "consignment," not "outright sale," is the right policy to pursue. Hear the experience of California stated in these words:—

"Twenty years ago, when the rapidly increasing citrus fruit crop was left in the hands of individual buyers,

either local or distant, the marketing collapsed because the buyers could not take a risk when the crop was large and the distribution not co-ordinated. The industry's problem was met only when the producers systematized the distribution of their own fruit, eliminated speculation from its purchase and distribution, established their own sales offices and sold their products to the wholesale trade in the territory where the fruit was to be consumed. The delivery system of selling replaced the

speculative, f.o.b. method of sale, which had brought the industry to a state of bankruptcy, and, with the place of demand and supply, at the point of production eliminated, the grovers have been able to keep the markets of the country evenly supplied." What we need to do about exports is not to sell outright here, not to stop consignments, but to consign all our fish to our own bonded agents, renegeing from selling in competition with each other.

prices at home, by regulation, for exported fish. They must be fixed in view of demand and supply, at the place of demand, where the would be seller and would be buyer meet. With regard to the competition of outsiders, and the most that an agent in any market could do in consultation with the organization, would be to so control the supply in our markets as to prevent Newfoundland fish so competing with other Newfoundland fish as to reduce prices. When the influenza (Continued on 10th page.)

—By Bud Fisher

MUTT AND JEFF**A TERRIBLE THROW-DOWN HE CALLS IT**