

APPENDIX No. 3

Q. The general public have not been apprised of the fact that these herring are available now?—A. Not yet. Of course, for one thing, last year there were not enough herring to supply the Jewish trade, let alone other demands.

Q. Do you not think it would be a good idea now for the Department, inasmuch as it is issuing bulletins of one kind and another on subjects pertaining to the fisheries, to issue bulletins on the subject of Scotch cured herring, and the value of such herring over and above herring cured by the ordinary method? Do you not think the Department should do that in order to, if possible, increase the consumption?—A. Do you mean to advertise the herring cured in this way amongst our own people?

Q. Yes.—A. That certainly would be a good thing.

Q. Publicity of that kind would result in an increased consumption of herring, would it not?—A. I think so.

By Mr. Maclean (Queens, P.E.I.):

Q. Would it not be better to advertise in the newspaper, because pamphlets get into the hands of comparatively few people?

MR. KYTE: It would cost a good deal of money to do that.—A. In that connection I might say that we wrote letters last year to dealers in pickled fish both inland and on the coast, explaining what we were doing, that we were trying to improve the curing, and explaining what the brand would mean to them in the way of guaranteeing that the fish would be up to a certain standard at least.

By Mr. Kyte:

Q. Did you hold meetings for fishermen in Nova Scotia last year for the purpose of explaining to them the purpose of the new Pickled Fish Act?—A. Yes, sir.

Q. If meetings of that kind were held for the purpose of instructing the fishermen as to the advantages of Scotch-cured herring might it not result in the fishermen adopting that method of curing?—A. Yes, although this Scotch curing has largely been taken out of the hands of the fishermen now; it is being taken up by the merchants.

Q. By the fish merchants?—A. Yes, the merchants who buy the fish. Last year, for instance, the fish were being bought fresh from the fishermen. They were very much pleased because it saved them the labour of curing, in addition to the labour of catching, and they were paid more for the fish than they ever got before. Next year, I imagine, there is going to be such a demand for fish cured by this particular method, that the price of fresh fish to the fishermen, at least on the south shore of Nova Scotia, is going to be very much increased.

Q. No doubt you are aware that the consumption of herring is very much restricted by reason of the difficulty the consumer has of getting herring that is properly cured and in good condition?—A. Yes, sir.

Q. If a method of curing were adopted that would guarantee to the purchaser herring in prime condition, would there not be a larger quantity consumed on the market?—A. I think so. There is no doubt, after last year's experience, that many fishermen will cure herring next year in this style for home consumption, because the war conditions have opened their eyes to the possibilities of this trade. Even though they do not export to the United States I think many of them will cure herring for home consumption, judging by the inquiries that have been coming from various parts of the coast for instructions in that kind of curing.

Q. It is possible, is it not, to cure herrings so that out of a lot of 100 half barrels a man might go and select any one of them and be absolutely sure it would be in good condition?—A. Undoubtedly. For instance, take the trade in Great Britain. A buyer, say in Moscow, in the heart of Russia, will send a telegram to a curer on the East coast of Scotland saying: "I want a thousand barrels of Crown Branded fulls" to be delivered within a certain time in Petrograd or some other Baltic port. The buyer does not see those fish. He buys on the strength of the Crown Brand. The fish are