

MAYOR IS ATHLETIC TOO

PHILADELPHIA, July 16 — David Mayor, of Philadelphia, and Bill Good, of Reamstown, Pa., both representing the York Oil Burner A.C. won the two remaining places on the United States Olympic weight-lifting team in special competition last night. The other members of the team were selected last week in the combined Olympic and National A.A.U. championships.

The others include Anthony Ter-lazzo, of York, Pa.; John Terry, of New York; Robert Mitchell and Walter Good, of York; John Henry Miller, of Salunga, Pa., and John Grimek, of Asbury Park, N.J.

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Problems That Good Marketing Policy Must Face

(Continued from Page Two)

prepared by our Matron in the Inter-provincial Home at Moncton. She cans large supplies of fruits, vegetables and meats and all are of excellent quality. From customers who know the quality they would command high prices. Home canning under proper education and regulation should afford a good secondary market for agricultural goods.

Canning Outfits

Possibly in some cases we can establish small canning outfits in some community centres, say in connection with creameries or other processes in which certain fruits or vegetables might be canned but generally in order to get efficiency and economy in both processing and marketing of product a considerable investment must be made in equipment and contracts must be made for a supply large and steady enough to keep the plant in continuous operation. It is difficult to operate a modern cannery solely to take care of the surplus when market for fresh fruit is glutted. Take for example our strawberry crop during the present season. Our late seasons are favourable for sale in large city and foreign markets. We are shipping carloads to these markets and these sales help to hold the important local market to a fair price. Mr. King has suggested to me that instead of trying to establish canneries we might have the berries hulled and packed in large containers where they are picked and hauled in trucks to the nearest cold storage, later to be used for fresh fruit or for canneries. Berries may also be processed by freezing or perhaps by the Sulphur dioxide method so as to be used in a fresh state. At any rate dealers must be brought into more co-operative relations in the production, grading and sale of their strawberry and fruit crops. Carload lots must be of good and uniform quality if the market is to hold.

Abattoirs

The question of dressing and curing meats is important for these provinces. How many abattoirs should we have? We do need some supervision and regulation of the killing of animals as a protection for consumers. Perhaps as Mr. Bailey has suggested we could have numerous killing stations under proper inspection which might later take on some of the operations of curing as the community developed, but at present the large Swift abattoir at Moncton is able to serve the province and it would probably be best for farmers throughout the province to ship their stock in carload lots for sale there. Mr. Bailey of our experimental farm told me that he had nine hogs for sale for which drovers offered him seven cents per pound. He shipped direct to Swift's at Moncton and netted over nine cents per pound. The Maritime Live Stock Association forms its circles throughout the provinces and farmers in the circles ship live stock in carload lots and have them sold through this Association. These circles should be extended and increased.

Goods are sold in city markets either through independent middlemen or through the co-operatives. There is the Maritime Egg and Poultry Association, with its hatchery and canning factory that is doing a good service, the Maritime Live Stock Association, the Potato Exchange of P. E. I., and numerous dairy and fruit co-operatives. Perhaps the potato industry is a good illustration of the use of the co-operative as compared with the private middlemen. As indicated a considerable part of the potato crop in P.E.I. is sold through the co-operative association but in N. B. the crop is handled by independent dealers.

In any case there are such services as warehousing, grading, bag-

ging and shipping under proper conditions and making sales to jobbers or chain stores by an agent or other middleman at the location of sale. To a limited extent the privately organized middleman may advance credit to the producer but generally only on contract for the sale of his product, whereas the co-operatives by their combined resources should secure credit in their various stages of production until the consumer makes payment. The broker may give the producer information regarding the market trends but often he is not trusted, whereas under the co-operative method the producer is his own middleman and learns of market conditions and causes and is better able to forecast future market tradings and to do his own holding and speculating. What is more his intimate knowledge of the entire process of his industry through the different stages gives more significance to his enterprise and makes him a more intelligent and informed individual. To live and produce co-operatively is to live socially, as Dr. Dewey says modern living in a Democracy is "associated living."

On the other hand co-operatives have not succeeded in these provinces in a degree to give their members generally better terms than the private dealers offer. The latter still dominate the market in most commodities. The private dealer is generally the more efficient in the task. He has become alert and cautious through bitter experience whereas the agent of the co-operatives is often neither so able nor so well trained, but where a co-operative cannot be organized perhaps a closer co-ordination may be brought about between primary producers and middlemen. For example in a local chain of stores there is an organization of wholesaler and retailers whereby the former becomes the agent of the latter. Suppose the New Brunswick potato growers and brokers entered into some organization whereby the latter became the agents of the former, might we not get the benefits of both forms of organization to an extent and a larger unity of action in the production and marketing of this commodity?

Potatoes and Apples

(3) But in addition to the home market we have need of an export market especially for our potatoes and apples. The problem of marketing potatoes in these provinces is becoming a serious one. The total crop of Canada is little more than its total consumption but New Brunswick and Prince Edward Island have we could reciprocate in a trade agreement with the United States, the Cuban market has been withdrawn from us except for seed potatoes. If we could reciprocate in a trade agreement with the Central and South American countries whereby we would take their tropical goods for their market for our farm products we might win back their markets. The recent trade agreement between Canada and United States affords some benefit to potato growers but not as much as was hoped. There are slight tariff reductions on a limited quota of potatoes, other than that the tariff remains 75 cents per 100 pounds which excludes our potatoes except where United States prices are high. During the last year the cities of Quebec and Ontario have been our main market but if the production of potatoes increases in these provinces this market may become of even less value than at present. The provincial government has made a trial shipment of potatoes to Egypt and at the present time a Commissioner of this province is investigating the market in South America.

It is important that the export market be developed through co-operative action to provincial and federal government and dealers. I am not entering into the problems and methods to be used in export sales. Any book of foreign trade deals with methods of sales with the exchanges and with credit organization for export trade. In general it is better to have an agent on the field than to be at the mercy of foreign brokers.

The use of potatoes in the manufacture of starch may afford a market for inferior grades and at times when price is low. Mr. Porter has found that some European countries are using potatoes for the manufacture of alcohol. Our own province has demonstrated that potatoes may be stored in silos and used as feed and perhaps as profitably as in producing either starch or alcohol. The cost of transportation of our potatoes is a major factor when prices are low, but when the price is good a charge of about 40 cents per barrel to transport New Brunswick potatoes to Montreal is only a small portion of the price the consumer pays. If larger markets cannot be secured producers should be advised to limit their production of potatoes and to use their resources for other crops. They need to balance their production in a way to give them their biggest

net returns. We need to substitute for individual producers working without knowledge of their competitors, a co-operation in which there will be full knowledge of the situation and a unity of plan.

Apples are an export crop especially in Nova Scotia. The product is sold in part by co-operatives and in part through middlemen but that province has achieved a considerable joint action in the shipping and export sale of apples. Last year the crop moved to market under the general control of the Canadian Fruit Export Board and the Nova Scotia Fruit Board. The apple area of N.S. is very compact and the crop is shipped in tramp steamers operated direct from ports located on Minas Basin. The low rates of these steamers have also lowered the rate from Halifax so that at present time rail and ocean rates are only 70 cents per barrel. This is not a large portion of the price paid for apples of high grade but amounts to more on the cheaper grades and varieties. Nova Scotia is beginning to process apples of the cheaper quality and is making investigations with respect to this and other problems of apple production.

The apple crop of New Brunswick is unfortunately not a large one and is sold in the local market and in Montreal and Quebec. In the city of Fredericton there is an apple exchange for the grading and sale of apples. The cost of transportation of apples of high quality to Montreal last year did not amount to more than from ten to fifteen per cent, of the price paid by the jobber. New Brunswick needs to produce good winter varieties of apples. The co-operation of producers for improved production as well as for marketing is quite essential.

Hay is an export of some provinces. With our heavy rainfall and marsh areas we have a large production of hay. The United States market has largely disappeared because of the tariff and hay is sold to some extent in Great Britain but largely in the mining industries in Nova Scotia and the lumbering industry of these provinces and in Newfoundland. The cost of transportation is considerable though in carload lots it has a cheap rate and when the price is good can be transported to advantage, however, the departments are encouraging the growth of larger grain crops instead of hay or the use of hay in feeding live stock. Hay is handled through brokers although I understand there is a producers association to secure a better price for joint action.

Oats of Prince Edward Island and of New Brunswick are sold through independent brokers largely in these provinces. In some cases they are ground for feed and sold and in other cases they are sold to dealers in the province and shipped by trucks. Generally home grown oats are sold at a flat price somewhat lower than that paid for western oats. Brokers complain that there is a wide variation in quality even in single carloads, in that oats are not properly screened or graded and they have considerable moisture and sometimes are not well matured. On the other hand producers complain that they do not receive an adequate price for their oats as compared with that paid for the Western product. There is a government grading plant at Hartland and a cleaning plant at Sackville. Oats alternate well with the potato crop. Our producers need education in maturing their oats and in having them properly prepared for the market. Co-operation or more unity of action both in primary production and in marketing is needed in the oat industry. There is no reason why this crop should not be grown more largely and sold to an advantage in the home market.

In summary, what are the problems that a good marketing policy must face? What should be the policy in connection with the producer-consumer market, with the market reached through the medium of the middleman? With the foreign and export market? It is true that for all these markets we need more co-operation of producers to improve primary production, the preparation of the goods for the market and for actual selling

transactions. The larger, the more remote and the more indirect the market the more organization is needed to make use of it. Small production tends to poor methods of marketing and poor markets in turn discourage production and we seem caught in this vicious circle. Marketing is a transaction between groups and we need a clear recognition of its social nature. Our rural areas are made up of isolated homesteads, situated in small farms in which are grown a variety of little crops and many of these largely for subsistence. A narrow and isolated individualism of the pioneer age still lingers in many of these districts, but farming must take on a scientific and social character. We may not get the same unity among farmers that exists among manufacturers but we can do much to secure more uniform products and standardizing in methods of grading and processing of goods. A community for example may keep the same breeds or grades of live stock and sell their products together and may use common methods in marketing. Dealers find that imported goods come in standardized lines and are easier to sell than are local products. Co-operation or some form of group action will aid producers in all stages of their business, in securing feed, seed or stock of high quality, in obtaining credit, in using common standards, in processing, in bargaining ability and in the marketing of their finished goods. There is moreover educational value in such joint enterprise but it needs education in the aims, methods and values of co-operation to make this form of operation a success.

These provinces need a better system of rural education. The educational work now being carried on by the federal and provincial departments of agriculture is of great value and is responsible for great improvements of agriculture, but our farmers have not learned how to make full use of these services. The experimental farm for example is just the research and experimental farm in which the farmers' problems in primary production are being actually worked out and provincial officials come to the farmers and give them guidance and direction in the most modern and scientific methods of production and of organization. It is always a question how far governments should go in the way of leadership and how far that leadership should come from the groups concerned, but there are obvious reasons why trained officials of the departments should as wise teachers exercise considerable guidance and leadership in the farming industry. This province has had a Board of Marketing but perhaps it needs today a Commissioner of Marketing who would take over in this province the functions now performed in Nova Scotia by Mr. Walsh, and devote his entire time to this work. The organization of producers into associations for production and marketing purposes would be part of his function and he will lead in the formation of the large organizations for export purposes. The movement for adult education and the extension of credit unions are of significance for our rural areas. Only education can break the force of custom, routine tradition and of narrow individualism and can make men alert, progressive, socially and scientifically minded, capable of working together in joint undertakings.

There is an opportunity for the establishment of rural high schools of a superior quality with an agricultural bias as an extension of our system of vocational education. The problem of marketing is thus one phase of the larger problem of production and this in turn is largely a problem of education, of scientific production and of social living.

HOOF PRINTS

Horsemen who attended this Newmarket race witnessed another exhibition of speed and repeating capacity by the two-year-old trotter Mr. Watt which rivalled in merit the brilliant performance of Twilight Song when she won in 2:06½ and 2:07 on the fast mile track at Cleveland. Starting against aged horses on the two-lap ring at Weequahic Park, Mr. Watt was beaten by inches in 2:09 in the first heat and within half an hour came back to win the second in the same fast time. Rather than subject the baby trotter to a third supreme effort his owner, H. Stacy Smith, then withdrew him. He is entered to start against Twilight Song and other crack two-year-olds for the E. H. Harriman Memorial Challenge Cup and a purse of \$2,000 in the first race of Goshen's Grand Circuit meeting one week from next Tuesday.

Smith, who is an experienced and successful investor, besides being a skilled amateur horseman, brought eight of the low-priced yearlings at the last Old Glory horse auction in New York, paying less than \$3,000 for the lot while some other horse fanciers were bidding \$3,000 a piece for the youngsters.

HAVANA, July 15—The ten-round bout between Kid Chocolate, former featherweight champion, and Joey Brown, of Syracuse, was postponed tonight because of rain. The promoters said the fight will be held next Saturday.

CLERGYMAN IS WINNER N. B. GOLF TITLE

Rev. J. Walter Holland Swept Through Both Amateur and Open Crowns — Given Hard Battle By Eric Thompson.

ST. ANDREWS, N. B., July 16—Rev. J. Walter Holland of Saint John, playing with the Algonquin Golf Club of St. Andrews golfed his way to two New Brunswick titles today as the third annual tournament of the New Brunswick Golf Association came to a close here.

The Maritimes' golfing priest, tall and powerful, stroked a consistent brand of the ancient game throughout the three-day meet and not only captured the amateur title but also the provincial open. He carded a 75 gross on Monday, duplicated on Tuesday and today came through with his third 78 for his 234 total.

Following the champion Eric D. Thompson of the Riverside Golf and Country Club, who was runner-up for both the amateur and open crowns.

Thompson and Father Holland had galled their way to a deadlock in the first two 18 on Monday and Tuesday but today the Riverside player fell behind on the 16th hole and fell two strokes below the strong-stroking cleric. He completed the course in 80 on his final 18.

Shortly after the first division got under way this morning it looked like another great battle between Father Holland and Thompson. The contest was a stiff one with the new champion taking the lead and Thompson trailing about two strokes until he reached the fifteenth hole. He was one down at that point.

Father Holland then showed his strength. With a beautiful drive and accurate approach he scored a birdie three on the sixteenth while Thompson's second shot landed in the bunker. He took six coming out and went two down.

Pete Kelly, Detroit Red Wings hockey player, who is on his honeymoon, recently married in Charlotte-town, did today's 18 in 77, the lowest for that number in the amateur title play for the three days. His total was 245.

THIS JOB OF UMPIRING IS A TOUGH ONE

PITTSBURGH, July 15—Meet Harry Goetz, the freshman umpire of the big leagues, a pleasant, black-haired fellow of about 45.

Sit down and listen: "Do you feel pretty good now that you're in the majors, Mr. Goetz?" "Sure, it's nice, but remember I was in the minors eleven years and was pretty well established down there. Like Bill Klem up here."

"By that you mean you look up to Klem? Can you work like he does?" "No, he has a style all his own. For instance, I wear a big pad, like a catcher. He wears a little bit of a thing that wouldn't cover your chest."

"How does that come?"

"I don't know, and while he tells us youngsters we get all loaded up with what he calls the 'mattress' he gets by without getting hurt. He kinda stands sideways and thinks it's a disgrace to get hit by a batted ball. Sure, he's had a couple of broken shoulder bones, but he still thinks we're sissies for wearing a big pad."

"Is the language different here than in the minors?"

"No. What they say in the majors they learned in the minors."

"Do you keep quiet?"

"Heck, no. We talk pretty much the same language. I say: 'I don't have this game to give away. If you win, you'll win because you deserve to. Don't cry on my shoulder if you lose.'"

"What's the most common complaint you hear?"

"Well, the fans think, and they are wrong most of the time, we miss plays."

The players' chief complaint is we were out of position to see the play. I always say put the player in our job and ninety-nine times out of a hundred he will do just what we are doing."

"Who do you remember best of the players you know?"

"That's easy. Big Ernie Neis. I put him out of a game one day. He says: 'This is the first time I am ever put out of a game.' I says: 'There has to be a first time for everything, and out you go.'"

"About a week later, in Columbus, I make a decision that stirs up the fans. They come on the field and a guy with a leghorn hat socks me on the jaw. I takes off my mask and I swing at the only leghorn hat I see and I score a hole in one. After that the folks are plenty mad and waitin' for me."

"Well, who comes up beside me but Bernie Neis, and he says: 'I am walkin' out with you and if there is any fightin' going on I'm going to swing one for you.' That's why I remember Bernie, a big fellow who can fight and who doesn't mind fightin'."

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