

Council observes 19th birthday

This year marks the 19th annual meeting of the Fisheries Council of Canada and completes 19 years of effort on behalf of the industry through this national organization.

It is common knowledge that the council came into being in January, 1945, through a re-organization of the Canadian Fisheries Association, which had been in existence since 1915.

What is not so well known is how it all came about, how long it took to achieve, and who the principals were who laboured so hard to achieve this goal. To do full justice to these people requires that we start this brief history at the logical place—the beginning. Plentiful use will be made of previously published material to circulate the story. There are, of course, bound to be omissions of events important to many individuals—we hope they will not be offended.

HARPELL TAKES FIRST STEP (Canadian Fisheries Annual — 1952)

"Within a few months after the enactment of the Canadian Fisherman in 1914, its publisher, James J. Harpell became convinced that the fish industry as a whole would make but slow progress unless the various interests composing it were enrolled in some form of a national association. Through his publishing enterprises, Mr. Harpell had gained considerable experience in association work and he played an active part in bringing about the formation of organization in fields to which his journals were dedicated.

"At that period, only the salaried canvassers of British Columbia had patient and persistent representations, the compari-

ety insignificant Federal Department of Fisheries existing in 1915 was step-by-step expanded into a Ministry of Fisheries, which since 1930 has increasingly devoted itself to the conservation and development of the industry. In the fields of better transportation, expansion of domestic and foreign markets, fisheries research, development of progressive methods in processing, utilization of waste, marketing, and in numerous other matters, the CPA fought vigorously for action and accomplished most of the things for which it battled.

"Incidentally, it should be recorded that the pioneer national fisheries organization in the United States, the U.S. Fisheries Association, predecessor to the present-day National Fisheries Institute, was established in 1919 after its promoters examined the set-up of the Canadian body and were impressed with the part played by the CPA on behalf of the industry throughout the years of World War I."

It will have been noted that the late Frederick William Wallace was the first secretary of the Canadian Fisheries Association, and he served later in various capacities, including that of President of the CFA. Throughout his life he displayed a deep interest in the welfare of the fishing industry and, in his capacity as Editor of Canadian Fisherman, did all he could to promote that welfare.

MR. FISHERMAN

Why Pay More For Clothing and Fishing Wear?

SHOP FACTORY OUTLET STORE

For The Best In

- Hip Rubber Boots
- Gloves
- Raincoats

ALL AT LOWEST PRICES

FACTORY OUTLET STORE

Queen Street

Charlottetown

400 concerns form ass'n

The fisheries association itself, like all trade associations, is formed by members of the trade who band together in order to pursue their common interests more effectively and economically.

Total organization breaks down from the national association in Ottawa, with a full-time staff and facilities serving each of the 16 local associations, to the 400 individual processing and wholesale concerns.

With nation-wide co-operation among all of these fisheries concerns, it is merely obvious that they can voice powerfully the many interests which are to them important, in both federal and provincial departments of government.

Some of the many benefits provided through services of the association include standardization, product promotion, information to members, and betterment in employer-employee relations.

BRAND NAMES

Standardization of the product, right from quality of the contents to the size and quantity of the packages themselves, results in much simplification in retailing and aids in consumer services through the old trick of "brand name" buying. Promotion, particularly through advertising on a national basis, is greatly facilitated, and its cost lessened, by dealing through the national organization of fisheries.

Over 50 per cent of the total of the annual catch throughout Canada is processed and marketed by members of the association and its branches. Membership in one of the organizations is in reality bargain-price insurance against hazards in the business future. The bargain aspect of the operation can be easily seen when one considers the fact that the association dues, which pay the entire cost of the entire trade associations work, amount to less than one-sixtieth of the budget of the federal department of fisheries.

Coupled with the broad representation which the association offers, this makes a very strong case for membership.

The benefits that derive from membership in these fisheries associations include many that no amount of money or prestige can buy for an individual concern.

Shopping For the Whole Family And Household Needs Begin At

the

TIGNISH CO-OP

Association Ltd.

Tignish, P.E.I.

Over a Quarter of A Century of Service

5 Big Departments to Serve You!

GROCERY DEPARTMENT

DRY GOODS DEPARTMENT

HARDWARE DEPARTMENT Building Supplies

ESSO SERVICE STATION Tires, Batteries, etc.

HOME FURNISHING DEPARTMENT

- Fawcett Stoves, Ranges, Heating Equipment and Refrigerators
- Emerson Televisions

Tignish Co-op Association Ltd.

Tignish

P. E. I.

