

NEW ZEALAND'S BEST !



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DUNEDIN

ALES



Always on Draught at Warner's Hotel



WILLIAM STRACHAN & Co.

Victoria Brewery Pitt Street Dunedin

J. BALLANTYNE AND CO., GENERAL DRAPERS, 249

The season's return was, for the first half year ending 30th June, 1902, 934,418, as compared with the whole year's total of 1,002,860 last year, when the Christchurch Meat Company's output from its Works was 30 per cent of the total export from the Colony.

As far as Canterbury is concerned the growth of the business has been brought about by the fact that sheep-farmers and growers realise that nothing pays them so well as producing stock for the freezing works.

Very much better results could be obtained if the business was under the control of some Association. The great fault in the method of marketing our frozen meat from New Zealand is, first, the fact that there is no regularity in the shipments, and the meat sent is not forward when it is wanted. This applies so long as we confine our shipments exclusively to London. There are certain seasons in which lamb is demanded, but we cannot force Londoners to eat lamb in great quantities out of season. It is impossible to expect a large trade in lamb, and a high price for it, during the latter half of July and August, when the London holidays are observed, and the bulk of the people are out of town.

We should first of all adopt some means of regulating our shipments, and should endeavour to control the consignments, so that they will be sent only to agents of repute who have a knowledge of the requirements of the trade and the various qualities consigned. If we do that we will be taking the first step towards obtaining regular prices, and towards a knowledge that we are getting the full value for our goods. In fact every Freezing Works should control its whole output, and either sell the same or see that consignments are handed over to reputable Agents, who are themselves not interested in buying meat. But, so long as the farmers insist in having their meat sent forward to London, whether there is a glut in the market or not; so long as they will send their consignments to irresponsible Agents—probably to small men in the market who have to realise a draft as soon as it is presented—and so long as they will send through firms who have not proper market salesmen, we must expect the present condition of affairs to continue. It only takes a very few hundred carcasses sold injudiciously on the Smithfield market to bring down the price of a large quantity.

DUNSTABLE HOUSE, CHRISTCHURCH.