

# NATIONAL FISH CATERERS' REVIEW

THE ORGAN OF THE  
NATIONAL FEDERATION  
OF FISH CATERERS

THE ONLY NATIONAL PAPER DEALING SOLELY WITH THE TRADE

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## To Introduce Number One

THE publication of this number is the realisation of a hope that has been expressed at every annual conference for many years past. It has been described as a "Hardy Annual," coming up as it did year after year on the Conference agenda.

Probably the latest addition to the ranks of the N.F.F.C., Halifax Branch, were not aware of our previous discussions when they put forward the time-honoured resolution for the consideration of the 1925 Conference, and they are to be congratulated on achieving on a first attempt what has hitherto been regarded as utterly outside the region of practical politics.

Perfect unanimity of opinion at the Blackpool Conference was the one factor that enabled us to go forward in the realisation of our ambitions, and the issue of this first number is the result.

Whilst the spirit of the 1925 Conference is kept alive, the success of our paper is assured, and as its main object will be to develop and keep alive that spirit of fraternal co-operation amongst our members which was so apparent at the Conference, we have ample reason for an optimistic outlook for the future of this journal.

We have no policy outside the interests of the N.F.F.C., and act only as the official mouthpiece of that organisation.

The work of the N.F.F.C. is solely to fight for the interests of the trade as a whole, and to elevate the status of the fish caterer. Logically then, the *Review* is out for the prosperity of the fried fish and chipped potato trade all the time.

It was decided at Conference that this first number should take the place of our annual report and year book, and in finding the necessary space for publication of the annual report, statistics, etc., we have been unable to quite arrange the paper in the same manner that it will assume in the numbers to follow.

We, however, hope in our second issue to show developments which will prove that the *Review* will capably supply a long-felt want.

First and foremost, it will not be a "one-man" paper. Our desire will always be to act as a medium to carry that help which one reader of long experience may be wishful to render to an unknown comrade who may be struggling to adequately cope with the many

difficulties of the trade. We thus hope to develop that spirit of co-operation and comradeship which ever tends to the lasting welfare of any industry.

The facts and figures brought to light during the control period of the war regarding our trade were a revelation to the Government and the country. The registration of 25,000 fried fish shops for their supplies of oils and fats gave only a vague outline of the industry.

That it can now be regarded as a "great industry," and one of our country's assets, it is necessary to visualise not only the quantity of oils and fats which were consumed during the period of registration and of which statistics may be available, but the enormous quantities of fish and potatoes, flour, etc., used by the trade.

Although the full extent of the fried fish and chipped potato trade in relation to other industries may not be available in actual figures its importance is fully realised, and we believe that the time and season has arrived for the publication of a National paper dealing solely with its interests.

We claim that since its inauguration in 1913, the N.F.F.C. has accomplished very many useful reforms for the benefit of the trade. We do not claim perfection, and quite realise that we have made mistakes, but to our critics we would say, "Be as critical as you like, but you cannot afford to be apathetical."

Apathy breeds discontent, and discontent is followed by acute pessimism.

Our aim and object is to elevate and not to lower the standard of perfection, but whilst ever looking at the bright side we recognise that depression may not always be the fault of the individual.

It will always be the aim and object of the *Review* to assist the N.F.F.C. to remove all causes of depression.

We thus with confidence launch forth our first number, without fear or favour and knowing that we have right on our side.

With the continued unanimous support of the whole of the Branches and Members of the N.F.F.C. we shall succeed.