

53. Yes?—In what respect?
54. Can you refuse registration, or are you going to refuse registration of foodstuffs?—Yes.
55. Why—what about baby-foods?—Yes.
56. Do you know what applications you have had in? Is that the secretary's business?—Yes.
57. Have you functioned yet?—No.
58. You do not know very much about it?—That is so.
59. You do not know what the objects are?—Yes.
60. About any of the details of the job—even price-cutting?—Yes.
61. Have you examined any of the workings of the P.A.T.A. in Australia?—I know it was effective.
62. Do you know what other effects it has?—No.
63. Do you know that it had the effect of putting small traders out of action?—No.
64. Did you consider the economic aspect of it before you joined up?—To a certain degree, yes.
65. How far did you consider it? Did you consider the possible effect of the organization on the consumer?—Yes; I knew there would be a lot of arguments against it.
66. Is that the only effect on the consumer that you considered?—Yes, I suppose so.
67. Did not Mr. de Fenq explain to you any more than what you are able to give us now?—Perhaps I was not at the meeting when he went into all the particulars.
68. Did you consider whether the effect of its operation would be the raising of prices to the consumer?—I do not know about raising the price.
69. You may fairly say then that you mean stabilization of existing prices?—Yes.
70. Did you consider that the tendency was in general to the stabilization, or to increasing prices?—I am speaking for my firm.
71. Putting it fairly, you said that you wanted to protect prices?—Yes.
72. And particularly your article, which was being cut?—Yes.
73. *Mr. Kennedy.*] You are the representative in New Zealand of the Palmolive Company?—Yes.
74. And your product is manufactured in Australia?—Yes.
75. And you have made application to the P.A.T.A. to register your article, I suppose?—Yes.
76. Why was not the application considered, or was it considered?—It was not considered at any meetings when I was there.
77. Have you met since August, 1926?—Yes.
78. Frequently?—No.
79. How many times?—I would say twice, or it may be on three occasions.
80. Not much business doing, was there?—Yes, a lot.
81. Why did you not consider these applications for registration?—The P.A.T.A. is not functioning yet.
82. Why are you waiting—you were, so to speak, born in August, 1926?—That is only four months old.
- Mr. Myers:* In order to save time, why does not my friend examine the chairman of the board?
- Mr. Kennedy:* This witness is an executive officer.
- Witness:* Mr. de Fenq is the organizer.
83. *Mr. Kennedy* (to witness).] It would be a matter that would come under the notice of the executive?—Yes, under the notice of the executive.
84. Can you not tell us any reason?—They have not been brought up; they are not all in yet. When the P.A.T.A. functions they will be all considered then.
85. Can I take it from you that you yourself would have no information as to the cost of the manufacture of this article in Australia?—That does not concern us.
86. And you have not that information to submit it to the executive of the P.A.T.A. when it considers the matter?—It has nothing to do with the P.A.T.A. so far as the cost of manufacture is concerned.
87. You are not concerned about it?—No.
88. I suppose all you are concerned with is that there is a sufficiently high figure on for the wholesaler and a sufficiently additional high figure on for the retailer?—A sufficient figure to pay the transportation charges and put the article on the market.
89. So that you are not considering whether an abnormally high figure is added to it?—What do you mean by that?
90. I said "an abnormally high figure"?—I will not agree to that. I want to see a figure put on that pays.
91. That pays the manufacturer?—He would be a fool to carry on if it did not pay.
92. As a member of the executive of the P.A.T.A., can you tell us whether you have any objection to a retailer who is able to carry on his business very efficiently and with little overhead cost giving some of the benefits of his economies to the consumer in reduced prices?—He could give discount or issue a coupon.
93. But supposing he wants, without any camouflage, to give the benefit to his consumers in the way of reduced prices, have you any objection to that?—I would sooner he did not stock our goods.
94. Do you object in principle to his doing it?—If he starts cutting, that starts the ball rolling.
95. You think it unfair to pass the efficient management on to his customers?—He can do it by way of discount or coupons.
96. What harm is there in him doing it in reduced prices?—He is upsetting our market.
97. Supposing, for example, I go into a shop and buy one cake of Palmolive soap, how could I get 5 per cent. discount on that?—You will be pretty lucky if you do. Very few people give a cash discount on purchases of 6d.