

A PRICE WAR IN SHIPPING FREIGHTS OF THE 1860's:

The Kiama Independent of 19/9/1867 carried the following advertisement.—

SHELLHARBOUR NAVIGATION COMPANY

SPECIAL NOTICE

GREAT REDUCTION IN FREIGHTS.

The inhabitants of Shellharbour and surrounding districts are hereby informed that the Company's fine and fast sailing centre-board vessel the "Shellharbour Dairymaid" will commence running between Sydney and Shellharbour at

GREATLY REDUCED RATES:

Butter, Kegs over 80 lb. gross	2/0
Butter, Kegs under 80 lb. gross	1/6
Pigs, Calves	2/6

And all other Produce at Similar Reductions.

The vessel will make her first trip on or about WEDNESDAY, 25/7/67, and then regularly, weather permitting.

If well supported a further reduction will be made.

JOSEPH DUNSTER,
Chairman."

Immediately under this advertisement was another signed William Baxter, Proprietor of the "Peterborough Lass", notifying similar prices from 20/7/67 with a note: "This vessel is too well known to need any comment."

Twelve months later (17/9/68) the "Dairymaid" advertised "Pigs, Calves 2/- each — N.B., Another proof of the benefits of co-operation."

The Illawarra Steam Navigation Company Ltd. got into the act with a notice: "Reductions to meet the times — Horses 12/6 each and sixpence each off Pigs and all Kegs of Butter respectively." The I.S.N. made a further reduction in butter of 6d. per keg (26/11/68).