

LENT AND THE FISH TRADE.

The indications are that fish food will be a costly article before the Lenten season is over, especially in the markets here. The clergy of the Roman Catholic Church have made no announcement as to the observance or non-observance of the old custom, and this means, probably, that the people will use little meat as usual during Lent, and among the Catholics and High Church Episcopallians fish will be used. Such being the case, salted, pickled, dried and frozen fish will be in good demand, and there is no denying the fact that the supply of these classes is not large.

At present undoubtedly there is a fair stock among the dealers, especially in barrelled Labrador herring and several other classes of sea fish. But this seeming abundance was brought about only by the Toronto dealers taking advantage of the over-carefulness of the Montreal dealers and laying in all the stock they could, and as soon as the market in Montreal returns to its normal state and the demand fairly sets in, we may expect a general advance in prices, the primary cause being the scarcity of fish in Nova Scotia and in the New England States.

Again, eggs are commanding a good price just now, and as the consumption always increases at the beginning of Lent, they will probably remain at a fairly high price, and will cause fish to be in greater demand.

Another point to be considered is that on account of the lateness of the Lenten season this year, if the weather becomes at all mild, a large quantity of ice will be needed to preserve frozen stocks, and this will enhance the price very considerably.

All these circumstances are worthy of the consideration of the fish dealer. He can with reasonable safety conclude that a large quantity of fish will be used, as in former seasons, because people like a change from the heating meat diet of the cold season, and moreover they have been looking forward to this state of affairs. The desire for a change of diet, made stronger by ancient and regular custom, will hold in spite of a seeming leaning towards indulgence on the part of some ecclesiastics.—*Canadian Grocer.*

A NOVEL CRAFT.

The John Doty Engine Company have on exhibition in the window of their ware-rooms, No. 520 Cordova Street, Vancouver, a drawing of a new type of cargo steamer, which is exciting considerable attention and comment among those interested in marine matters.

The new steamer is the design of Mr. W. E. Redway, M.I.N.A., London, Eng., who is superintendent of construction for the Doty Engine Co. at their yards in Toronto and who has had a long and varied experience in marine engineering and naval architecture in Great Britain.

Mr. Redway calls his new type of steamer the "Monitor," and claims for it all the advantages of the "whalebacks," which in some respects it very much resembles, while it is free from many of the defects which have been found to exist in those vessels. The machinery of the "Monitor"

is placed nearly amidships, thus making the vessel trim better when "flying light." Instead of the cigar shaped bow of the whalebacks, the "Monitor" has a "ram" bow, with a forecastle deck forward, the top sides of which flare outwards slightly, something like the mould board of a plough, thus entering the water easily, and throwing it to one side, making the vessel easy to drive. She is also fitted with seven self-trimming hatches, the openings being raised about three feet above the top of rounded deck, and so arranged as to be easily accessible for loading and unloading cargo.

The John Doty Engine Co. are now constructing one of these vessels at their ship yards in Toronto for the Canadian Steel Barge Co., to be engaged in the grain and coal carrying trade between the Upper Lakes and Kingston. The new vessel will be 255 feet keel (full Welland Canal size), 38 feet beam and 20 feet depth of hold. She will be fitted with fore and aft compound engines, having cylinders 26 and 50 inches diameter and 40 inches stroke, with two cylindrical boilers 12 feet in diameter and 11 feet long, and will have a speed of 13 knots on a coal consumption of about 1,000 pounds per hour. She will register about 850 tons and will have a carrying capacity of about 2,200 tons dead weight, on about 15 feet draught of water. Her advent is eagerly looked forward to by those interested in the carrying trade.

Mr. Redway has secured patents on his design in Canada, the United States and several foreign countries, and has already received several very flattering offers from builders for the right to construct these vessels in the United States, their sea-going qualities and large carrying capacity rendering them very desirable as cargo steamers.

In addition to the "Monitor," the John Doty Engine Co. have on the stocks a steel side-wheel passenger steamer for the St. Catharines-Toronto route. She will be 180 feet keel, and fitted with unlined compound engines, cylinders 28 and 51 inches diameter by 48 inches stroke, and is to have a guaranteed speed of 16 knots per hour. They are also constructing for George Gooderham, Esq., the well known distiller, a steel yacht from designs furnished by Watson, the celebrated designer of Glasgow, Scotland. This yacht will be 110 feet keel, fitted with triple expansion engines of high power and water tube boilers to carry 200 pounds steam pressure. She is expected to be very speedy.

Shipbuilding on the Lakes is very brisk this winter, over 50 new craft being in course of construction at various points.

TRADE PAPERS AND BUSINESS MEN.

There is no fact in modern civilization more generally endorsed than the necessity of advertising. It is as universal as the need of pantaloons, and the demand for tea pots and plates. It subsists on printers' ink, double head lines and condensed brains, and has developed a science of manipulation as indispensable to success as the handling of leather is to the manufacture of harness, satchels and shoes. This is beyond question by any man not living in the backwoods or a hermitage; but, with this admitted, it is

still a fact that the average mind fails to grasp the situation, and men are still placing "ads" where they do as little good as a spool of thread in a bale of hay. There is a right place for everything, even with an "ad," and when not put there is as innocent of use as a base ball is of whiskers. In this very important phase of advertising, we note the difference between the newspaper and the trade journal. Each has its own special work, and on these definite lines each has its distinguishing vocation. One, of course, has the most readers, but as these are like the creatures in Noah's Ark—of every diversified kind, and mostly given to the every-day revelations of politicians and the devil—it is manifestly impossible to expect a sale of business hay to kittens and ladies. We may add to this what everybody already knows—that newspaper veracity is not always of the George Washington type, nor is its conscience always so strict that a fraudulent camel cannot crowd its hump through the needle's eye.

In this matter the trade journal dare not do very much of the Annanias business, nor is it likely to make the mistakes of the promiscuous reporter who dabbles in suicides and statistics, and has to serve up a free lunch every day of crime and chemistry, the need of a hired girl, etc., etc. The trade journal is hardly so promiscuous. It has specific lines, and the editorial shoe has to toe the mark. It has to be accurate as well as specific. Two and two must always be four. With this indispensable morality in its arithmetic and make up, it is, as a rule, a reliable trustee of the advertiser's money and his "ad." He puts the pumpkin seed in the right hill. What it says the right man reads. It takes the fodder direct to the stable, and never, unless in want of an early death, cares to peddle silk where pig-iron is wanted, or carry cotton to coal mines. Knitting needles are no use to men who never wear socks, nor door locks to men who never get into trousers or houses. In the trade journal all this foolery is severely left alone. Hence its value. It carries the match to the candle, and never is guilty of taking toothpicks to babies. All this acknowledged, it is with some men in reading as with a blind man in the street—he passes everything and sees nothing. An advertisement can become both monotonous and invisible. An alarm clock in time fails to attract attention, or wake even a cat, and an "ad" without a change in its make-up is equally destined to obscurity and no service. Here the science of advertising demands skilful manipulation, and an occasional new arrangement of head lines and matter to attract attention. In this department the business man had better leave the matter to those who are professionally expert in these details. The field in this line is practically innocent of fence rails, and capable of indefinite extension. As the fact stands to-day, the matter of advertising is of vital importance both in how to do it and where to do it, and that being wisely utilized, the trade journal is the institution equal to the occasion and the duty.

J. B. Dewey, an extensive wholesale dealer, of Toronto, is dead, aged 58.