

## RETAILING FISH IN THE MODERN WAY.

In awarding certificates of merit to the fish dealers who have complied with its requests, the Food Board has had an opportunity to show appreciation of the work of Canada's two pioneer women fish dealers. Four years ago Mrs. Chambers opened up a fish store on Danforth avenue, Toronto, and made a specialty of filleting. Her mother was a fish dealer in Greenock, Scotland, and she grew up with a working knowledge of the business, so that when she came to Canada she was able to start out by herself. The way was uphill at first. Filleted fish was practically an unknown quantity in Toronto. She could get little custom for anything but salmon and halibut. However, she persisted. Her store was always well stocked with different varieties of fish. She kept a good window display and went on filleting, despite the fact that she could only sell about ten pounds of haddock a day. Now she easily sells two hundred pounds a day. Mrs. Chambers attributes much of her success to the Food Board's efforts to popularize

fish and get it on the market plentifully and in good condition.

Mrs. Benwell, the other woman winner of a certificate of merit, bought an old established fish business in Brantford, Ont., about a year ago. She had no previous experience in handling fish but she had had some selling experience in a store. Her business grew rapidly and all summer she sold a ton of lake and sea fish every day, while during November her receipts were three times greater than they were a year before. She does her own buying and advertising. To quote Mrs. Benwell: "A certain amount of the increase is due to the advertising of sea fish by the Canada Food Board and I look for an even larger demand in the future. I have every reason to believe that a woman can engage in the fish business with success. The first essentials are to keep the store absolutely clean and tidy and to dress the cases attractively. It is work that should appeal to women and the demand for fish is increasing so fast that it is undoubtedly profitable."

### FISH AND MEAT PRICES.

Below are prices of some fish and meats for three years in a typical Canadian city:—

Fish—	1912. Cents.	1914. Cents.	1918. Cents.
Mkt. cod . . . . .	...	...	11
St. cod . . . . .	12½-14	14-16	17½
Haddock . . . . .	10-12½	10	12
Halibut . . . . .	18-22	18-22	30
Salmon, Q. . . . .	15-17½	14-16	20
Salmon, R. . . . .	...	...	35
Mackerel . . . . .	...	15	18
Trout . . . . .	16-18	16-18	19
Whites . . . . .	16-18	16-18	17-19
Pickled . . . . .	14-16	14-16	17-19
L. Herring . . . . .	10	11	10
<b>Meats—</b>			
Rump roast . . . . .	...	18	30
Sweet breads . . . . .	...	10	35
Sirloin . . . . .	20	26	35
Lamb loin . . . . .	...	25	35
Lamb leg . . . . .	...	24	39
Sausage . . . . .	...	20	30
Sirloin steak . . . . .	...	30	36
Pickled pork . . . . .	...	20	44
Corned beef . . . . .	...	15	30
Veal . . . . .	...	25	30
Pork chops . . . . .	...	25	44
Round steak . . . . .	...	24	35
Turkeys . . . . .	22-24	30	45
Chickens . . . . .	22	25	40
Lamb chops . . . . .	...	25	42
Geese . . . . .	...	22	30

### FROZEN DRESSED HADDOCK.

Large quantities of headless and dressed frozen haddock were sent to Toronto for a special demonstration campaign conducted under the auspices of the Canada Food Board. These fish were taken from the banks off Nova Scotia. Fishermen have latterly been bringing in record catches since resuming work, which was suspended for several months because of the menace of the German submarine. Haddock is a tasty Atlantic fish, and is becoming increasingly popular in the Dominion. In its frozen state the housewife is guaranteed that it reaches her table in the best possible condition.

It is really simple enough to prepare many of the accustomed dishes without the use of cane sugar at all. Honey, molasses, maple sirup, and corn sirup make up a considerable list of sweetening agents from which to select, almost any one of which may be used to replace the solid sugar to which we have been accustomed. Raisins, dates, figs, and the somewhat neglected dried pear, all serve to add sweetness to the foods with which they are combined, and help to save sugar.

In general it may be said that 1 cup of sugar may be replaced in any recipe by 1 cup of honey, cane or maple syrup or molasses, or by 1½ cups of corn syrup.

For various reasons the catch of lobsters in the fisheries of Nova Scotia and the Maritime Provinces during the 1918 season was not as large as that of 1917.