

*By Mr. Stewart (Lunenburg):*

Q. Were those special prices for that day?—A. Yes, sir.

*By the Chairman:*

Q. They were special prices with the view of advertising fish?—A. Yes, sir.

Q. Did you find there was a pretty good demand?—A. We had a splendid demand. I don't think the trade in general did.

Q. You do not think the fish trade in general had a splendid demand?—A. No, sir, only our own stores.

Q. And that was the result of this advertising?—A. Yes.

*By Mr. Chisholm (Inverness):*

The advertising on that day?—A. We had been advertising for some days ahead of that through our stores.

*By the Chairman:*

Q. This was frozen fish you were advertising?—A. Except fresh caught haddock.

Q. With the exception of fresh caught haddock which was advertised at 8 cents a pound the other was frozen fish?—A. Yes, sir.

Q. Do you sell the fish prepared for the table or in its round state?—A. The fish in its round state except the soles. In the case of the soles we just trim the fins off.

*By Mr. Chisholm (Inverness):*

Q. These prices seem to be very reasonable. I see mackerel advertised at 8 cents a pound. What kind of mackerel are those?—A. Those are Atlantic mackerel.

Q. Not bloaters or anything of that sort?—A. No.

*By the Chairman:*

Q. How do these prices compare with your general tariff. Are they higher or lower?—A. Those are lower, those are special prices.

Q. How much are they below the ordinary prices?—A. Well, halibut we have advertised at 12½ cents and our ordinary price is 15 cents; salmon 15 cents, and we charge in the ordinary way 20 cents.

Q. That is Pacific Coast salmon?—A. Yes, sir. Trout 12½ cents, our retail price is ordinarily 15 cents; whitefish 8 cents—well, that varies all the way from 12½ to 14 cents. Pickerel 10 cents, our standard price this winter has been 12½ cents retail. Qualla salmon 10 cents; we usually retail that for 12½ cents. Fresh caught haddock retailed at 8 cents in this special case, but 10 cents has been the usual price for haddock in the winter, although in summer it is less. Sole 7 cents, but that is a special price. Our ordinary price has been around 10 cents, but some of the stores charge 12½ cents.

Q. These prices are from 25 to 30 per cent below the prices you generally charge?—A. Yes. We have tried on other occasions to separate the fish sales from the Friday sale by having our prices lower, but it did not seem to take.

Q. Do you not think it is possible by a campaign of education such as I alluded to a moment ago, to create a demand for fish all the year round, week in and week out, instead of it being largely limited to Fridays and fast days?—A. We are hoping to do that.

*By Mr. Chisholm (Inverness):*

Q. Do you not think the increase in the price of beef and other meats has had a good deal to do with increasing the market for fish?—A. Quite likely. Of course, you understand the firm I am connected with is a packing-house concern, but they are quite prepared to allow me to make the price as reasonable as possible. They prefer volume to profit.

Witness discharged.