

IN FISH TRADE FOR GOOD.

"Cash and Carry" Plan Helps, Says Windsor Merchant.

Mr. P. Harvey, merchant, Windsor, Ont., writes to the Canada Food Board as follows:

"Although we are not exclusive fish dealers, since last Fall when we commenced selling Government fish, we have built up a very considerable business. It looks now as if we are in the fish business for good.

"The week before we received our first shipment of Government fish we bought 150 lbs. of fish but were only able to sell 25 lbs. The next week, when our Government shipment arrived, we sold 6,000 lbs. in five hours.

"We attribute this success to the low price. We certainly could not have sold so much with such a low margin had not 90 per cent of our sales been on the "Cash and Carry" basis. The few that we did deliver or sell on a charge account were sold at 2c. per lb. more than the "Cash and Carry" price."

Dominion Government fishing regulations have been modified so as to permit the use of purse seines for catching pollock off the Atlantic coast. Pollock is an excellent food fish and the available supply is very large.

The following is a copy of the resolution passed at the meeting of the Pure Maple Sugar and Syrup Co-operative Agricultural Association:

"That the Pure Maple Sugar and Syrup Co-operative Agricultural Association, is willing to organize an educational campaign, in the districts of Beauce, Dorchester and the Eastern districts, by way of lecturers and others, providing that the Department of Agriculture give help in paying expenses, as we are without resources.

The Association would send lecturers in all the largest and most productive districts.

The Association is positive that such campaign would be a success."

Remember that it is expensive to conduct a one-day-a-week business; get the habit of buying fish as you do meat, without regard to the day of the week.

As long ago as October 1, butter was selling in Berlin, Germany, at \$2.28 per lb.; sugar at 60 cents per lb., and bacon and ham at \$2.16 per lb., and soap at 24 cents per lb.

FOOD FILMS ARE POPULAR.

They have been Shown Practically all over the Dominion.

Messrs. Jule and J. J. Allen of the Famous Players Film Service, Limited, members of the Motion Picture Distribution Committee of the Canada Food Board, reporting on the list of bookings of the two British food films, "Everybody's business" and "Waste not want not", state that by the end of this month the former will have been shown in 164 theatres throughout Canada and the latter in 115.

This number will be very largely increased when the report is received from Mr. Claire Hague of the Universal Film Company, which exchange has also been distributing copies of both films.

The report from Messrs. Jules and J. J. Allen shows that the films have been shown in every province of Canada. They say: "We believe that the films will continue to work until the middle of May or the 1st June, at which time they will have played practically all over Canada."

Arrangements are now being completed for several additional motion picture films, to be distributed throughout Canada in connection with the campaigns for increased fish consumption, vacant lot and home garden cultivation and enlistment of city labour for farm work.

SAVING AT THE ACADEMY.

Dripping Has Been Substituted for Lard and Butterine.

The United States Food Administration announces that a considerable saving of essential foods has been effected at the Military Academy at Westpoint. The bread now used is composed of 45 per cent wheat flour, 45 per cent rye flour and 10 per cent white bolted grain flour.

Formerly about 840 pounds of lard and 450 pounds of butterine were consumed by the Cadets each month. The use of these two products has been entirely discontinued. In their place has been substituted drippings obtained from the fatty portions of meat carcasses; the yield from the meat purchased for use in the mess being about 2,500 pounds of fine grease which is used in making pie crusts, French fried potatoes and similar dishes. After this grease has served its purpose it is shipped to New York where the clear grease is sold. During January the revenue from the sale of grease that had been once used amounted to \$616.