

In many other ways the Government is giving direct assistance in the development of this great industry.

#### NEED OF ADVERTISING.

It cannot be expected that the Government can for all time continue to pay a portion of the transportation charges on fresh fish. Moreover, with a large enough demand therefor, no reason for so doing would obtain, as carload-lot transportation rates would be available, and if the express companies could not see their way to make their rates low enough to enable the business to be handled by express, experience has shown that it is perfectly feasible to transport fresh fish in refrigerator cars by fast freight. Indeed, shipments proceeding in the latter way are surer of reaching their destination in perfect condition than iced shipments in ordinary express cars.

As has previously been indicated, the growth of the industry from now on depends primarily on the consumer. He must be educated to use more fish,—to give it a daily place on his bill-of-fare. To accomplish this, the dealers must do their part by proper advertising. It may be well to call their attention to the fact that notwithstanding the enormous proportions to which the fresh fish business has grown in the United Kingdom, those in the business there