

AMPLE SUPPLY OF FISH.

Indifference of Some Dealers Must be Overcome.

Circular letters are being sent by the Fish Committee of the Food Controller's Office to the clerks of municipalities throughout Canada with a view to ascertaining what is hindering the efforts to secure increased consumption of fish. With this information available, it is expected that many of the difficulties can be overcome. It is known that the campaign for increasing fish consumption is being seriously hampered in many places by the indifference or lack of enterprise on the part of dealers. Under the arrangements made by the Food Controller's Office to assist in prompt distribution of Atlantic fish to markets in Eastern and Central Canada, the public should be able to secure an ample supply at reasonable prices, if the retail dealers were doing their part. Fish merchants would have no difficulty in obtaining moderately-priced Atlantic fish if they would take the trouble to order supplies from licensed wholesale dealers.

Insist on getting them.

Consumers are advised to demand from their dealers cod, haddock, herring, skate, pollock and other moderately-priced fish and to insist upon the merchants ordering supplies. With the co-operation of the public and the trade, the per capita consumption of fish in Canada would easily be doubled thus increasing considerably the supply of Canadian meat available for shipment to the soldiers.

Prior to the war it was estimated that the per capita consumption of fish in the Dominion was about 29 pounds per annum or slightly more than half a pound per person per week. It is known that this has been very considerably increased since that time by the work of the Food Controller, but fish consumption is still far short of what it should be. The Fish Committee is distributing to the retail fish dealers a placard bearing the slogan: "A pound of fish per week".

Representatives of the Food Controller have been investigating the situation in Quebec in order to determine why a satisfactory supply of fish has not been obtainable by the consuming public. It is expected that the difficulty there will be remedied and an ample supply provided in good condition.

The "Cash and Carry" Plan.

The "Cash and Carry" system as applied to retail purchases of fish is being advocated by the Fish Committee and the retail trade is being asked to put prices on this basis. A retail dealer in Montreal has decided to adopt the "Cash and Carry" system, while a Winnipeg concern who has adopted this principle has been able to reduce its prices in consequence.

FISH SALES GREATLY INCREASED.

A large fish company operating on the Pacific coast reports that its sales during December, 1917, amounted to 870,305 pounds, as compared with only 417,123 pounds for December, 1916.

WINDOW DISPLAYS OF FISH.

Fish lend themselves to attractive window display. It is possible to make a better display of fish than of meats. Suggestions as to how to make attractive displays of fish will be sent to any dealer upon application to the Food Controller's Office.

WASTE IN POULTRY PRODUCTS.

The practice by butchers of cutting off the heads of turkeys and chickens involves a very considerable loss of good food. The Butchers' Advocate points out that poultry necks make nutritious soup and so would the feet if the consumer took them home and removed the skin with a blunt knife. Giblets too often go into the butcher's waste box. It is suggested that if the consumer does not want the heads, necks, feet, or giblets, butchers might make a low-priced specialty of them for soup purposes, educating consumers to their values.

PLEDGE CAMPAIGN IN QUEBEC.

A communication to the Food Controller from the Quebec Housewives' League expressed appreciation of the services rendered by Mrs. Muldrew of the Food Controller's staff on her recent visit to Quebec. The letter adds: "Her able organization of the Food Card Campaign has assured it a splendid beginning which we are confident the women of Quebec will carry on to a successful finish."