

Besides, so long as the war lasts this is the height of patriotism. Meats and fats and wheat are still wanted by the soldiers, and a fish diet will lessen your consumption of these.

The average price of fish is less than one-half that of meat, pound for pound. Every Canadian housewife should learn to cook fish with skill. It has a charm quite its own.

So let the old call of our Grandams' time ring, and ring again, from coast to coast of this vast land—

"Fish Alive, Alive-O!"

CANADA FOOD BOARD

RECIPE BOOKLETS, 5c EACH

- No. 1—FRUIT AND VEGETABLES: Canning, Drying, Storing
- No. 2—CANADIAN FISH AND HOW TO COOK THEM
- No. 3—VEGETABLE RECIPES
- No. 4—BREAD RECIPES

On sale at the Exhibition or on application, with remittance, to the

**CANADA FOOD BOARD
OTTAWA**