

CUTTING DOWN LIVING COSTS



o longer is the "cost of living" a subject of vague speculation and academic discussion. The European war has brought it definitely and solidly to earth. To-day the rapidly rising costs of nearly all necessary articles of food, clothing and shelter, and of food more particularly, constitute a problem vitally affecting both the savings accounts and the health of families all over the world.

The Housewife's Problem

How best to furnish her table with palatable, nutritious food in times such as these, and at anything like reasonable cost, is a task well calculated to perplex the most astute of housewives. Of all her food problems perhaps none causes her so much anxiety as the meat problem; for nearly every country in the world is to-day face to face with a comparative meat shortage. So high, indeed, have meat prices soared that for many families they border closely upon the prohibitive.

Fish a Solution

The clever housewife will find in fish the most available and effective weapon with which to combat rising meat costs. Easily obtainable, as they are, in most localities, and readily prepared under nearly all conditions, in fish she will find a substitute for meat at once as nutritious, more economical and quite as appetizing.

Fish a Wholesome Food

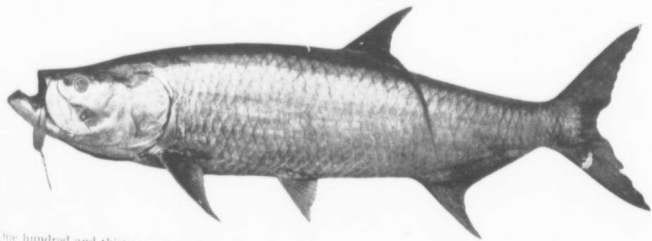
A widespread opinion seems to prevail that fish is not a nourishing food, and that, consequently, it may not, with safety to health,

replace meat to any large extent. The impression is mistaken. In the first place, while fish vary greatly in digestibility, lean fish being more digestible than fat fish and either than salt fish, fish is, on the average, much more easily digested than meat. In the second place, fish is less stimulating than meat, a factor of great importance in these days of high nervous tension. In the third place, unimpeachable medical authorities advise that it cannot be too strongly insisted upon that for people who work either with their heads or their hands, fish is a rich source of the energy enabling them to carry on their work, and that it furnishes children with the very materials needed to enable them to grow healthy and strong. Fish is, therefore, a highly nutritious food. It is more.

Fish a Cheaper Food than Meat

It is a food that is much cheaper than meat. Meat is chiefly desirable as a diet for the nitrogenous materials, the protein, it contains. Generally speaking, fish is only about 2% poorer in protein than meat, but, on account of its greatly lower price it is a much cheaper source of protein than meat.

If, for instance, cod can be purchased for eight cents a pound, to be as cheap a food beef steak must sell at eight and a quarter cents a pound. If haddock can be bought for eight cents a pound, mutton would require to sell at seven cents to be as cheap a source of nourishment. If halibut sells at sixteen cents a pound, fresh pork would need to sell at less than fifteen cents a pound to be as cheap a food. Since, then, meat is eaten for the protein it contains, why not eat it in the form of fish?



One hundred and thirty-two pound tarpon which recently fell victim to the rod of President T. B. Macaulay. It was caught after a lively fight off Caxambas, Florida, and measured 6 feet, 3 inches in length. The trolling spoon and line by which it was caught are seen at the mouth.