

# FISH ALIVE—O!

“Fish Alive, Alive-O!”

The old call of the sturdy seacoast towns of two continents is ringing through Canada. And the fish is plentiful! It is as cheap as it is wholesome.

Fish is the one food we have been turning away from our own doors. Work it out for yourself. Last year Canadian fishermen had a catch which would have given 94 pounds to every man, woman and child had we eaten it ourselves. But we sent away—exported—65 pounds a head, and we consumed just 29 pounds each.

Then we wondered at the high cost of living.

We must get the most out of the foods we have in the Dominion. In the last three months our national health has been better through the use of the plainer standard flour and less sugar. In Europe our Allies are healthier on balanced meals called “rations,” in which fish is taking the place of meat.

There is fish enough in our Atlantic and Pacific waters, supplemented by the Great Lakes, to feed half civilization. This is now being sent in unheard-of quantities into Canadian cities and towns. The Atlantic supply goes to the limit of Ontario; the Prairie Provinces are stocked from the Pacific; the middle West gets the lake fish.

New methods of handling, from the net to the kitchen, keep this fish as fresh as at the sea-board. Frozen or iced as soon as it is caught and cleaned, it remains sweet and tasty through the perfectly clean and hygienic fish shops which are springing up everywhere to meet the new trade. It comes, dainty and delicious, “fresh and fresh for you,” right to the table. Buy only at the stores which handle your fish in the extra clean method.

No food supplants meat better than fish does. It is a perfect food; it satisfies the human palate at times even as meat does not. The jaded appetite is invigorated and the whole system toned up just as it is by the very smell of the salt sea breeze.

Why continue to undermine your health with so much meat? Years from now, vigorous and brisk from the brain-building stuff supplied by a fish diet, you will wonder how you lived so long without it.

Make it known in your own district; ring out the fish gospel, and your dealer will soon make it worth while getting you sweet frozen or fresh fish. Or there are the smoked and salted varieties. Get the Canada Food Board's 5c booklet on fish recipes. It is the most delightful way of saving money that you could ever bring into your kitchen.