

10. Make any day a fish day. Buy fish more frequently during the week. This will mean more frequent purchases by the retailer, better service for the housewife and cheaper and better fish.

## KEEPING FRESH OR FROZEN FISH

1. Clean fish and place on ice or in a cold place until cooking time. Fish must be kept cold to prevent spoilage and loss of juices and flavour.
2. Wrap in waxed paper to keep the air from drying off cut surfaces.
3. Cover closely when storing in the refrigerator with other foods, to prevent odours affecting the other foods.
4. Do not thaw, if frozen, unless too stiff to work with; then just partly thaw, slowly, in a cool place and use at once. If quick thawing is necessary place the fish in cold water for a *short* time.

