

When the Dominion Government Boosts FISH—Isn't it Time You Got Busy?

FISH AS FOOD.

In these days when the cost of living has become such an important factor, it is necessary for the average housewife to give careful thought to providing for her table. The articles procured must not only be reasonably cheap, but they must be palatable and nourishing.

As fish meets these requirements, attention is called to it as one of the articles that should daily have an important place on each bill of fare.

Not only from an economic, but from a health standpoint is it desirable that fish should be much more freely used. Sir James Crichton - Browne, M.D., D.Sc., Lord Chancellor's Visitor, etc., in an article on the Value of Fish as Food, states that it cannot be too strongly insisted on that for working people of all classes, —those who work with their heads as well as those who work with their hands,—fish is an economical source of energy necessary to enable them to carry on their work, and that for children and young persons it furnishes the very materials that are needed to enable them to grow healthy and strong.

The same authority states that another very important reason why fish should be generally used is its easy digestibility. Even feeble stomachs, that cannot readily deal with butcher's meat, find little difficulty in assimilating fish.—Extract from the booklet issued to Canadian housewives by The Naval Service Department, Ottawa.

Just read the extract in the accompanying panel, taken from a most interesting and instructive 72-page booklet The Naval Service Department is distributing in thousands to Canadian housewives.

Think of the wonderful reactionary effect this is bound to have on grocers' sales of fish. Think of the daily increasing favor and demand right in your locality.

The public mind is just in the right mood for you to secure good sales from fish, but if you wish to make the most out of this fish campaign, feature the brand that is known all over Canada for its goodness, freshness and quality—

THISTLE BRAND HADDIES, FLAKED FISH AND KIPPERED HERRING

Take advantage of the unusual attention being paid to fish and get Thistle Brand on display in your store now. Thistle Brand Fish has meant extensive sales and considerable new custom to grocers handling this brand. Will you be the progressive, the successful one in your locality? Write your wholesaler to-day.

ARTHUR P. TIPPET & CO.
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