

TO POPULARIZE SEA FISH.

Advertising Campaign for the Province of Quebec.

An advertising campaign to increase the consumption in the Province of Quebec of Atlantic fish is being inaugurated on or about October 27th. The campaign is being handled by a special Fish Publicity Committee consisting of Mr. J. A. Paulhus, Chairman of the Publicity Committee of the Canadian Fisheries Association; Mr. J. J. Harpell, publisher of The Canadian Fisherman, and Capt. F. W. Wallace, Secretary of the Fish Committee of the Food Controller's Office. The Canadian Fisheries Association, the Canadian Press Association, and the Union of Canadian Municipalities are co-operating in the work of popularizing sea fish in the Province of Quebec. Advertising will be done in the daily and weekly press throughout November. The campaign will be inaugurated by the Canadian Fisheries Association's National Fish day on Tuesday, October 30th, on which day it is proposed to hold a fish dinner in Montreal with the representatives of the fish trade, municipal officials, and representatives of the press present. The fish display cases, part of the cost of which is being paid by the Government, will be distributed to the Quebec dealers in time for the campaign. The new Fish Cook Book, prepared by the Fish Committee, will be another valuable publicity feature. Quebec is being chosen for an initial publicity effort as it is one of the greatest centres of population to which fish can be quickly transported.

NETS FOR THE FISHERMEN.

Representations are made to British Government

For the necessary annual supply of linen netting used in the manufacture of gill nets, Canadian fishermen must rely entirely upon importations from Scotland and Ireland. The British Government has placed an embargo on the export of this material. Unless this embargo be removed the spring catch of fish will be much reduced. The Food Controller for Canada has made strong representations to the British Government, pointing out in particular the effect of the continuance of the embargo upon, firstly, our fisheries, and secondly, our exports of beef and bacon.

WORK OF Mr. TUSTIN.

Milk Committee Chairman is Winnipeg Expert

Mr. P. B. Tustin, Chairman of the Milk Committee of the Food Controller's Office, is Honorary Secretary for Western Canada of the Royal Sanitary Institute. He is also a member of the Institute's Examining Board for Western Canada. His certificate covers the inspection of every kind of food. Mr. Tustin is Chief of the Food and Dairy Division of the City of Winnipeg, and manager of the Child Welfare Bureau. Splendid results have been achieved in both branches of his work in the West.

Mr. Tustin explains that the problem of the Committee is to ascertain as far as possible the cost of producing and the cost of distributing milk. With this information before it the Committee hopes to be able to make suggestions which will tend to reduce those costs or at least to prevent them going any higher.

EMBARGO IS WITHDRAWN.

Order Restricting the Use of "Canned Vegetables" has Expired.

On October 15 the order of August 24, passed upon the recommendation of the Food Controller, prohibiting the sale or purchase until further notice, of "canned vegetables" was rescinded. Canned peas, beans, tomatoes, beets, celery, corn, spinach, rhubarb, and pumpkins, preserved in cans, glass jars and other containers may now be legally sold throughout Canada. The embargo was ordered to stimulate the consumption of perishable fresh vegetables and to increase the supply of canned goods for the coming season, in both of which objects it has proved effective. In the three prairie provinces the order was raised on September 18.

FISH COMMITTEE NOTES.

Orders are now coming in for the Fish Display Case and arrangements have been made for expeditious delivery.

The number of dealers in Ontario towns who are taking advantage of improved transportation facilities for fish is increasing weekly.

Through the efforts of the Fish Committee, the threatened tie-up of the Prince Rupert fishing fleet through lack of fuel is being relieved. A small shipment of distillate went forward by steamer from Vancouver on October 12, and a full load followed this week.