

# NEW FISH AND PROVISION SHOP FOR LONDON

## Proper Way To Boil Fish

Clean and wash in plenty of cold water the fish intended for boiling. Add a little salt to the water; this will help to clean it and keep the fish firm.

Cod, haddock, whiting, mackerel, hake, ling, etc., are best suited for boiling.

The fins should be cut off and the eyes taken out. If a small fish, such as shaddock, whiting or mackerel.

Put the fish into warm water; add sufficient salt and vinegar to taste. Vinegar helps to keep the fish firm and white.

Allow about 10 minutes for each pound of fish, and 15 minutes over, if large. A moderate-sized fish usually takes 15 to 20 minutes to cook. Fish must not be allowed to boil fast; the slower it boils the better. When cooked it should have a creamy appearance and come easily from the bones. When done, lift it out carefully; let it drain and place it on a hot dish. Serve with melted butter, parsley, caper, eggs or anchovy sauce. Boiled fish, when once cooked, should be served promptly.

The water in which fish is boiled should not be thrown away, for it can be used as stock for soups and fish sauces and stews.

## TOLEDO SCALES USED AT NEW FISH SHOP

Clugston & Matthews have installed Toledo "No Spring-Honest Weight" scales in their new fish and provision shop at 252 Dundas street, to insure accuracy and eliminate any inconvenience which might otherwise be caused by errors.

Weighing in the store, like calculations in the bank, now is an automatic machine operation. The reliability of the scale very largely determines the difference between success and failure. When you compare the Toledo weighing principle with the weighing principle of spring scales you see why

Toledo scales are so much the more reliable.

"The highest authorities say that springs are unreliable for measuring weight. See the leading encyclopedias. Springs expand with heat and contract with cold. Thermostats have been employed to compensate for these variations, but we know of no such device in use which has been wholly successful in counteracting the inaccuracies of the springs in scales. Springs also change with the continued use—perhaps to harden, requiring more load to stretch them; hence, overweight," says the Toledo Scales Company.

"With even balance or beam scales, it is hardest to get an exact balance and easiest to give overweight, and mistakes are apt to happen in the mental calculations.

"The Toledo is reliable and accurate to the slightest fraction of an ounce because it balances weight against weight—the oldest, simplest and the only correct method of weighing, made automatic. Goods placed on the scale are instantly counterbalanced by the pendulum, which operates the indicator, and you read the exact weight and the exact value. Toledo scales also are known everywhere as giving honest weight."

## NEGLECT

Hal Cochran's Daily Poem.

It isn't so easy to do little things at the time when they ought to be done. And it isn't so hard, as experience sings, after doing is really begun.

Too often we're willing to wait till tomorrow; too often we simply neglect. In putting things off it is trouble we borrow, 'cause waiting means doing is wrecked.

A rung in a rocker has worked itself loose and it ought to be fixed right away. You realize that, but you feel what's the use, when the job can be done any day.

The lock in the door doesn't work as it should and the tap has a leak that is slow. How easy to fix them, if only you would, but how easy to just let them go.

You'll find you will kill off much sorrow and stew and you'll find that such killing will pay, if you just don't put off till tomorrow what you could easily fix up to-day.

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## Own New Fish and Provision Shop



R. E. MATTHEWS (left) and HUGH CLUGSTON, proprietors of the new fish and provision shop which was opened on Thursday at 252 Dundas street. Mr. Matthews was formerly manager of Regent Tailors. The new shop is a credit to London, and judging from the amount of patronage enjoyed since the opening, there is a bright future ahead of this enterprise.

## Clugston & Matthews Have a Store That Is A Credit To the City

Splendidly Equipped Shop At 252 Dundas Street; Interesting Information Regarding the Food Value of Fish

In the opening of the new shop of Clugston & Matthews, 252 Dundas

ing white, is most attractive. The arrangement of shelves, counters, cases, etc., has been carried out effectively, affording the purchaser every convenience to transact his or her business. It seems to be a foregone conclusion that London citizens will enjoy patronizing the new fish and provision store. Service and courteous treatment are to be the watchwords and every effort will be made to maintain the highest possible standards of efficiency.

The stock of Clugston & Matthews will include fresh and salt water fish, smoked fish, cooked and jellied meats, fresh home-grown vegetables in season, butter, cheese and eggs, poultry, pickles and relishes in bulk and bottles. The best quality merchandise will be stocked at all times. For instance, all Heinz products and Ingersoll Packing Company goods will be featured, in addition to other lines of recognized standards.

## THE SLOGAN.

Above all, however, will particular attention be paid to fish. The slogan "If it swims, have it" is apt. And in this connection attention must be drawn to the importance of this enterprise. It will do much to stimulate fish as a desired article of food.

Canada is potentially the greatest fish producing country in the world. Every year Canadian fishermen land between \$80,000,000 and \$100,000,000 worth of fish. Of this amount less than one-quarter is consumed in Canada, and for the balance a market must be found abroad.

To help remedy this situation, let each purchaser for the household, in his or her dietary budget for the year, make provision for a pound of fish per week for each one at the table.

It is reckoned by scientists, who have made an exhaustive study of the question, that pound for pound, fish is as rich in nutrients as meat, and in some instances richer. In addition there is a tremendous variation in price between fish and meat which makes the use of the former a very economical practice. SOURCE OF ENERGY.

And not only that. Sir James Crichton-Browne, an eminent British food specialist, maintains that for working people of all classes—those who work with the head as well as those who work with the hands—fish is an economical source of energy quite necessary to enable them to carry on their work. Fish is more easily digested than meats and for this reason is particularly adapted for those of feeble constitutions and sedentary occupations.

If one thinks for an instant that a man engaged in hard manual labor cannot subsist on a fish diet, let him reflect upon the history of the Japanese. These are essentially a fish-consuming people, their per capita use of sea foods being more than 200 pounds a year. Still they are regarded as one of the best physically developed races on earth, and are certainly less afflicted by nothing in mental astuteness through their dependence on fish.

The dietary requirements of a man engaged in light to moderate employment is estimated as 25 pounds of protein and 2,500 calories per day. Protein is the most important food constituent and the following will illustrate the comparative value in protein of fish and other foods: Beef, 14.8 per cent; protein; veal, 15.6; chicken, 15.7; milk, 3.3; potatoes, 1.5; hamlet, 15.3; herring, 13.2; pollock, 15.4; lake trout, 11.9; salt mackerel, 13.9; finnan haddie, 22.0.

## Cook Fish Properly, Is Advice

No Embellishments Can Conceal a Badly Cooked Fish

A good many cooks are very fond of displaying their artistry in the decoration of dishes coming to the table. With fish a few precautions before the fish is cooked will prove much more effective. No embellishments can conceal badly-cooked fish.

All fish should first be washed in salt water, with the exception, of course, of smoked fish, which is usually wiped over with a damp cloth to preserve its flavor.

Salt fish should be soaked in fresh water to remove some of the salt. When preparing salt fish do not cut it with a knife—separate it with the fingers or with a fork—it is as sensitive to "steel" flavor as a delicate salad.

The eyes, gills, fins and scales should be removed from all whole fish and the gut trimmed and the inside carefully cleaned and wiped with a wet cloth.

Exceptions to these rules are turbot, which keeps its fins and scales, and red mullet and smelts, which are usually left undrawn.

To skin a flat fish begin at the tail, with a thin, sharp blade, dipped in cold water—for round fish reverse the operation and begin at the head.

To fillet or bone a fish use a sharp knife (if possible, kept for the purpose), make an incision close to the backbone, then carefully remove the flesh with one, even strokes.

Crimping or slashing the fish across at certain distances improves the flavor of the fish considerably.

Never allow fish to stand in water for any length of time, otherwise much of its flavor will be destroyed.

## Preparing Fish For Frying

There are three ways of preparing fish for frying, viz., dipping it in milk and flour; secondly, coating it with prepared batter; and thirdly, egging

and crumbing. The last is considered the nicest, but it is also the most expensive.

The pan used for frying fish should contain sufficient fat to thoroughly cover the fish. Dripping, lard or oil can be used for frying purposes.

The fat must be quite hot—it must, in fact, be smoking—before the fish is put in, so as to harden the outside, thus preventing the fat from entering into the fish, which would spoil the flavor and make it indigestible.

Only a small quantity of fish should

be fried at a time, and the fat should sides, drain it on paper or a cloth, so as to absorb all the fat. It should then be placed on a folded paper and placed on a hot dish.



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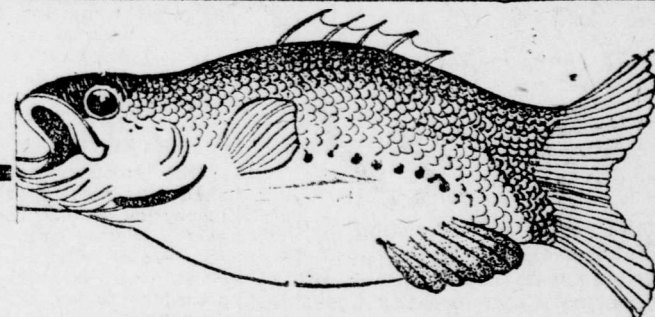
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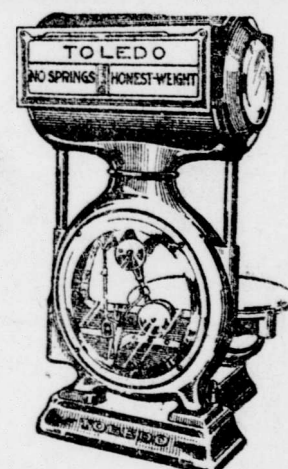
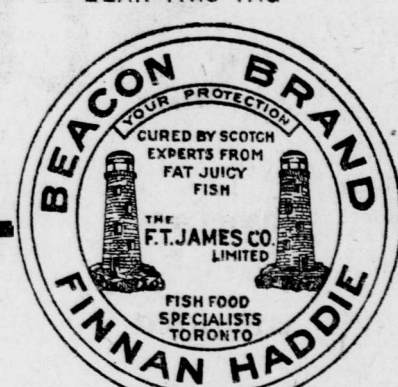
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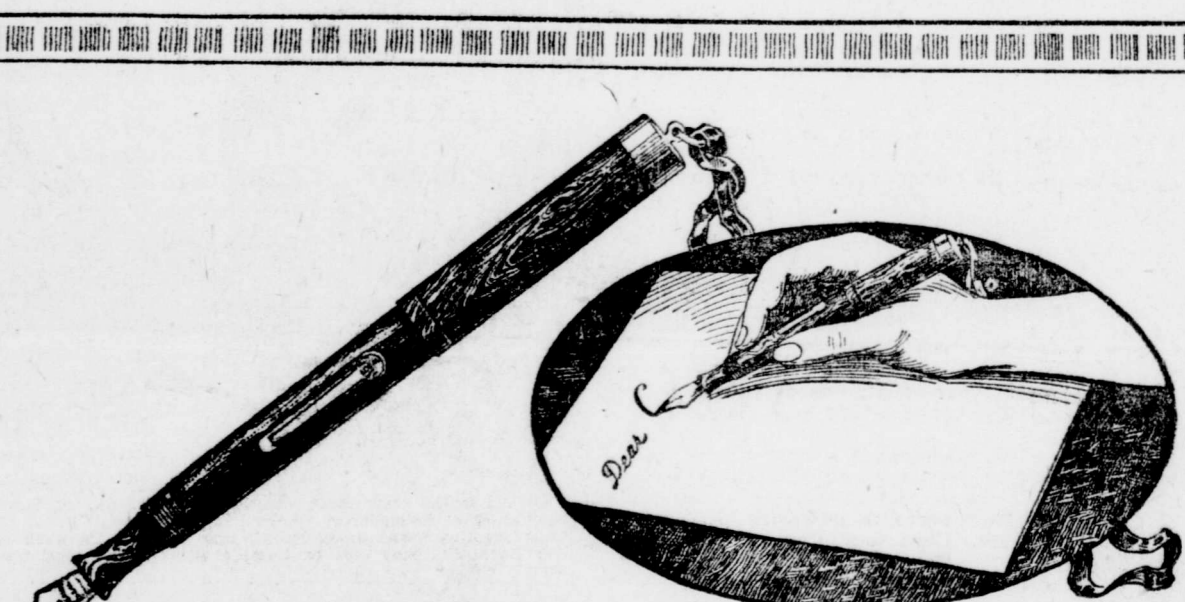
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