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It Takes a Doctor to Sell Fish.

You'll think this is a queer statement but nevertheless the doctor and the priest are the best salesmen the fish trade ever had. The latter has done his work to a degree that can hardly be improved upon in the various religious ordinances which decree that fish be the *placide* resistance of a certain fast, feast and holy days; but the doctor is a salesman who is in the position to increase fish consumption by leaps and bounds if we have only the common sense enough to employ him.

They say that America is a nation of dyspeptics. We don't believe that is a fact, but we are people who nurse our favorite ailments, real or imaginary, and the most of these disabilities seem to center around the stomach. You can take a husky longshoreman with a digestion capable of assimilating wire nails and he will confide in you that his interior apparatus is not all that it should be and that he is in the habit of taking Eamon's Remedy or Tanlac to straighten it up. We have been shipmates with sailors and fishermen, radiantly healthy humans, every man jack of whom packed a bottle of somebody's remedy or a box of pills to alleviate some pet ailment. And the American people as a whole patronize the drug store more than any people on earth.

This national trait is good for the medical profession. Our doctors know this failing, and the manufacturers of patent medicines know it, too. Any specific nostrum, or quick dope that is said to possess the virtue of toning up the system or stimulating the digestion will sell to American public with judicious advertising. And so firm is our belief in what the doctor tells us that if he prescribed that we eat a certain kind of imported mud for that sluggish liver, we would eat the mud with relish in the belief that it was doing us good.

Now we are not reflecting for one moment on the integrity of the medical profession. We are merely paying a tribute to them in the sublime faith we have in their advice. What they say—goes. And in the matter of diet, an eminent medico need only recommend a certain food or drink as a muscle or nerve builder, and whether it is palatable or not, we will take the stuff gladly and delude ourselves that "day by day, in every way, we are getting better and better."

We have in mind the popularity of certain breakfast foods—cereals chock full of proteins and vitamins which taste like chopped alfalfa—but we throw them into us with gusto because our ailing systems will benefit thereby. We drink various nauseating mineral waters reeking with salt and sulphur because they are good for the kidneys, and coffee substitutes

which malign the good name of coffee. We chew raisins for the iron they are said to contain and cakes of yeast for the swarms of pep-producing vitamins which they will introduce into our physical make-up. Our women-folk will beautify their facial maps with massages of clay and mud—skin foods they call them—and all these things are done because the manufacturers are keen students of human nature and are selling and advertising their product on the "health appeal."

This "health appeal" is the national selling bunk nowadays. You can have the people eating pine sawdust and peanut shells if you loudly advertise the fact that they contain those proteins and other things that make for "red-blooded vitality and radiant health." The age of taste and palatability is gone. We choose our foods according to their protein and vitamin contents.

All of which brings us to the matter of ringing in the doctor as a star fish salesman. The experience of many years leads us to the conclusion that the sale and increased consumption of fish is not going to be made on the basis of palatability or economy. There are millions of people who do not like the taste of fish—they haven't acquired it, and there are millions of housewives who can't see fish as being cheaper than meat.

The average American isn't going to bother with a cent or two when it comes to preparing or buying a meal. We have got to follow the other food vendors and get in on the bandwagon with the "health appeal." In England they recognized this years ago and "For your health's sake, eat Fish" was a national slogan. The opinion of an eminent English dietitian, Sir James Crichton-Browne, who lauded fish as a food very highly, was extensively quoted and used by fish salesmen throughout the British Isles. Sir James' opinion was worth more to the fish trade than all the economy industry appeals ever invented.

In fish as a healthful diet, we need scarce up no fake opinions. Our product can deliver the goods. It contains all the ingredients that make for health and stamina. Physicians and dietitians everywhere have spoken in favor of fish as a food and urged its great use. The trouble with us is that we have not made use of these opinions to sell our product.

The average person could eat fish seven times a week to better physical advantage to themselves, but the trouble is that they don't know it. And we, the fish trade of America, are the ones responsible. We haven't advertised our product in the right way.

Let us begin and make use of the doctor as a salesman. Advertise his opinions and sell your product on the "health appeal." In fish we have a real health food—a product of clean cold water, uncontaminated, highly

nutritious, easily digestible, rich in proteins, capable of being prepared in a hundred palatable forms and reasonable in price. Eat more fish for your health's sake! Shout it from the house-tops and watch the business grow.—N.Y. Fishing Gazette.

WHAT'S IN A NAME? Well just try nameless typewriter supplies, and then try my "Nameless" sort of papers, ribbons and carbons every one made for its Special Typewriter service and you'll breathe a sigh of relief at the change. A. Milne Fraser, W. J. Edgar, Agent, Royal Bank Chambers. Jan. 28, 27.

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Good Large Oranges and Lemons

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A Peace Precedent.

The years immediately succeeding a prolonged war, as to-day, teaches inevitably, are a season of unrest and unreason. So it was after 1815, when the triumph of the nation was succeeded by a reaction of internal discontent and distress. Just as now, trade languished from the exhaustion of the Continental peoples and their consequent inability to buy our wares. The effect of the Corn Laws on the price of food was an additional source of complaint, and the agitation for Parliamentary Reform, which was espoused as the panacea for all the national ills, began to assume threatening forms. Many clubs, called Hampden Clubs, sprang up all over the country, their demands including annual parliaments and universal suffrage, and their object, according to a report of a secret committee of the House of Commons, falling little short of revolution. In the December of 1816, indeed, dangerous riots had taken place in the Spa Fields, and political writers on the popular side became bold and scurrilous in their attacks upon authority. Moreover, the Prince Regent was most unpopular, and on January 28th, 1817, the windows of his State carriage were smashed by volleys of stones as he returned from the opening of Parliament. Sedition, it is true, became less rampant as trade became more active and employment more regular. But the demand for Reform persisted and constituted an ever-growing menace to internal tranquillity, until after the death of George IV. the agitation reached its height with the introduction of the Reform Bill and the subsequent riots at Bristol and elsewhere. However, with the ultimate passage of the Bill in 1831, a New World, it was supposed, came in. But as we also know, New Worlds are apt to be disappointing.

Death of "Bluff" King Hal.

On January 28, 1847, died King Henry VIII.—"Bluff King Hal"—who had endeared himself to the majority of his subjects by the very virtues which alienated the minority. The extraordinary thing to be noted in the ascendancy which he had over the mind, the will, almost the conscience, of the best and greatest men. It must be remembered that he was cultivated and learned, many sided in his interests and accomplishments and had thought deeply on the stirring questions of his day. He was, in fact, a man of exceptional abilities; abilities which were predominantly practical. He had a clear and fixed idea of what was the wisest policy to adopt; and this view he forced through to the end, often with violence and fraud, with greed or cruelty. The moralist, the religious biographer, the constitutional lawyer, will condemn him. Yet, in the general verdict of history it must be allowed that much that he did was necessary, much was good, and out of the evil itself came goodness in the final issue. He must be pronounced the strongest, ablest, and the most individual personality among all English Kings. Breaking completely away from Rome, Henry became "Protector and Supreme Head of the Church and Clergy of England," while during his reign Wales was incorporated with England, and Ireland raised from a lordship to a kingdom.

New South Wales Founded.

On the 27th January, 1788, the Colony of New South Wales was founded and "Botany Bay," so called by Sir Joseph Banks and Dr. Solander, was "settled" by 1080 persons, most of whom were convicts. The Blue Mountains proved an insurmountable obstacle to a penetration to the interior of New South Wales until the year 1813, when an exploration was made by Hamilton, Hall, Sturt and Mitchell. In 1861 gold was discovered and the population of New South Wales quickly doubled. The first nugget was discovered at Hargreaves, with a weight of little over 1 lb. Probably the largest mass of gold ever found was obtained at Hill End in 1872. The specimen was 4 ft. 9 in. high, 2 ft. 9 in. wide and about 4 in. thick. An offer of £13,000 was refused for the specimen. The total yield of gold from New South Wales from 1851 to 1919 was 2,948,187 lb. In the office, responsible Government was granted to all the Colonies, and Victoria was separated from New South Wales in 1851, Tasmania, previously known as Van Diemens Land, and for 22 years a dependency of New South Wales, became independent in 1825. On January 1st, 1901, all the Colonies became united as the "Commonwealth of Australia," and the federal capital, which is now being built, is in New South Wales, and will be called "Canberra." The population of New South Wales on the 31st December, 1919, was 2,002,631, whereas in the year 1860 the total white population of the whole of Australia was only 5,317. Sydney, the capital of New South Wales, is one of the greatest ports of the world,

the tonnage entered for 1919 being 5,618,968, compared with London's 9,448,892 tons.

The idea that New South Wales has a very hot climate is not correct. The mean temperature of Sydney is 71 degrees as against London's 61 degrees, Paris 63 degrees, New York 72 degrees. The highest record of heat in Sydney is 108 degrees, London 100 degrees. The lowest, Sydney 35 degrees, London 36 degrees, so really there is not much in it.

Newfoundland Schools.

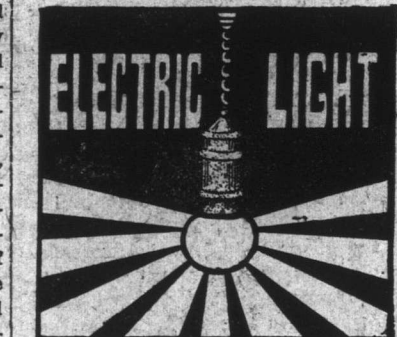
(From the Sentinel, Toronto.) Of all the systems of education that have come under the observation of The Sentinel, that which prevails in Newfoundland is the least calculated to secure efficiency and national unity. We will probably offend some of our friends in the ancient colony by saying so. It is a system by which the moneys collected and paid out for education are distributed among five different denominations so that each may have its own schools. There are Anglican schools, Methodist schools, Presbyterian schools, Salvation Army schools and Roman Catholic schools. Five sets of schools for a quarter of a million people. Each denomination has its superintendent of education and the necessary staff of assistants instead of one administrative body, as would be the case if a Public School system existed.

There is no reason that we can think of why all the children in Newfoundland could not be educated together. Greater efficiency could be secured, by paying higher salaries to our teachers and improving the equipment of the schools. Substantial economies would be effected by having one administrative staff instead of five. Why a community of 250,000 people should split up in this fashion to educate their children is hard for anybody living in Canada to understand.

The late William Ashbourne, of Twillingate, was an energetic advocate of a united educational system for Newfoundland. His death will be a loss to the movement. It is to be hoped some other able and patriotic citizen of Newfoundland will take his place as the leader for educational reform and bring the ancient colony into harmony with modern ideas in the control and management of primary schools.

(We have also in addition a department of Education, with all its expensive ramifications, which, however, does not improve matters one whit.—Editor Telegram.)

To Raise Rays



of great and glorious brilliancy you will have to forsake gas and put in Electric Lighting. To read or write by it beats both gas and oil lamps. Moreover, it is a steadier and safer light, and causes less trouble and labor. We can put in a plant for you at short notice. Also all kinds of electrical supplies. We work well and conscientiously, and are moderate chargers.

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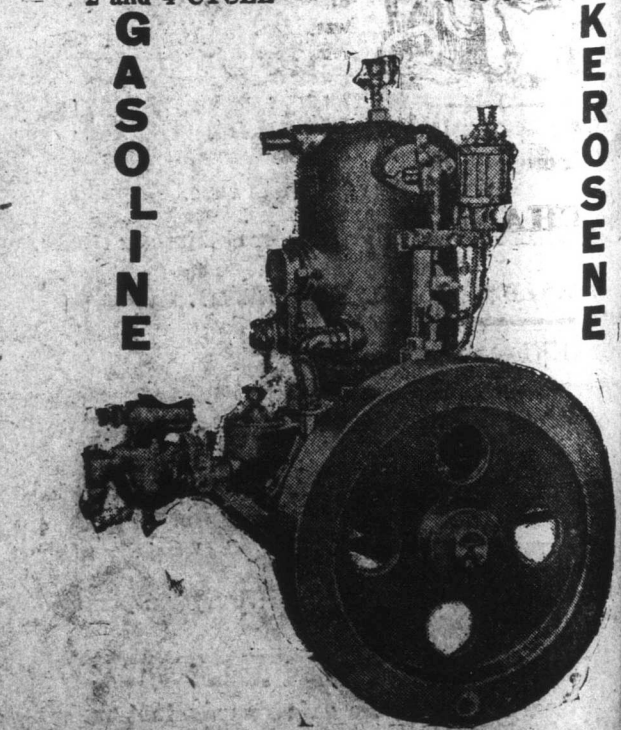
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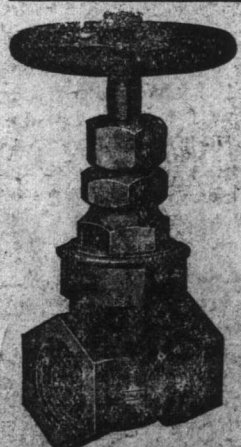
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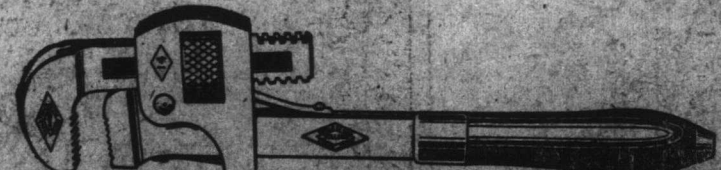
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