

FISH SALES MUCH LARGER.

Additional Reports Show General Increase in Consumption in Canada.

Information continues to be received showing a large increase in the consumption of fish in Canada, for which increase credit is given to the work of the Food Controller's Office.

The manager of a wholesale fish establishment in Hamilton writes: "Your handling of the fish question has been a great success as our sales sheet shows. We have been accustomed to orders for whitefish, trout, cod, haddock, etc., but now the common question is, 'Have you any of Hanna's fish to-day?'"

An Ontario wholesale fish and retail dealer reports a large increase in his sales and says:

"We are pleased to inform you that owing to the institution of beefless and baconless days by the Food Controller and the extensive campaign which has been carried on to increase consumption of fish, our sales of fish have shown a large increase not only on Tuesdays and Fridays but every day in the week. There has been a marked improvement in the sale of fresh steak cod, haddock and smoked haddock."

A provision house in Western Canada reports that its sales of frozen fish during the period of October, November and December 1917 totalled 346,554 pounds as compared with only 215,917 pounds during the corresponding period of 1916.

Another western firm of producers and wholesale dealers in Lake Winnipeg fresh and frozen fish reports sales aggregating 378,945 pounds of fresh, pan-frozen and winter caught fish during October, November and December 1917. This Company's sales during the corresponding period of 1916 totalled only 296,274 pounds.

Another fish commission house reports its sales of cured fish during the last three months of 1917 amounted to \$7,553 as compared with \$4,613 in the corresponding period of 1916.

THOROLD CITIZENS PLEDGED.

The following resolution was passed at a largely attended meeting at Thorold called by Mr. C. J. Brickbank, the Mayor:

"That the citizens of Thorold pledge themselves to carry out to the best of their ability all the instructions received from the Food Controller and help him in every possible way."

TO MAINTAIN FISH SUPPLY.

Food Controller is Able to Prevent Suspension of Operation.

The Food Controller has been able during the past two weeks to arrange supplies in connection with the fishing industry on the Atlantic Coast. He was informed that a large fish plant at Canso, N. S., would have to close down and fishing operations suspend unless coal were secured at once to keep the cold storage plant running. Upon receipt of this information, he communicated with The Inverness Coal Company, with the result that unloading of the necessary fuel was expedited and suspension of fishing operations was avoided.

On another occasion recently word was received that a Canadian steam trawler engaged in the fishing industry had been held up for ten days at a coal pier awaiting its turn with other ships. At Mr. Hanna's request, this vessel was given priority in coaling and was able to proceed to the fishing grounds without further delay.

FROZEN FISH CAMPAIGN.

Dealers Report Increased Consumption of this Excellent Food.

The campaign initiated by the Food Controller to increase consumption of frozen fish as a substitute of meat required overseas is meeting with splendid success. A circular letter pointing out the merits of such fish and explaining the proper method of de-frosting has been given wide circulation and dealers generally are reporting a gratifying increase in sales.

The Manager of a big Montreal Fish Company in a recent letter referring to this circular adds:

"The arguments used are absolutely correct and should be convincing. Fresh fish which have been frozen promptly after coming from the water will not deteriorate like fresh fish when carried for some time and this makes the frozen varieties desirable for points distant from producing centres, especially during the winter season when they can be carried for a long time without detriment to quality."

A letter from another large producing house says that the campaign to popularize frozen fish should bring good results in Northern Ontario.

He who overeats takes food from starving women and children in Europe. The war-time glutton is merely a murderer.—The Toronto Daily News.