

realize that there is room for greater expansion, and to bring this about, they are, by united effort, carrying on an advertising campaign to encourage the use of more fish. They have formed themselves into an association known as the "National Sea Fisheries Protection Association." Its members embrace all branches of the industry, and the advertisements made by this association embrace the publishing of large attractively coloured posters of fishing scenes, calling attention of the public to the desirability of using more fish, as well as coloured wall-cards and the distribution of booklets containing useful information regarding the value of fish as food and recipes for cooking it.

It is encouraging to know that an association having similar aims in view has recently been formed in Canada, known as the "Canadian Fisheries Association," and it is hoped that much will be done by its efforts to educate the public into freely using fish.

Possibly the greatest outstanding need in developing the fish business in our different cities is the absence of proper fish stores. The general practice is to sell fish in meat shops, the sellers not being persons who are skilled in handling fish, and the fish itself is often displayed in anything but an attractive way. The time has surely come when up-to-date fish stores, from which all kinds of fish in perfect