

FISH ALIVE—O!

THE DIET OF HEALTH
CANADA'S NEW WEALTH

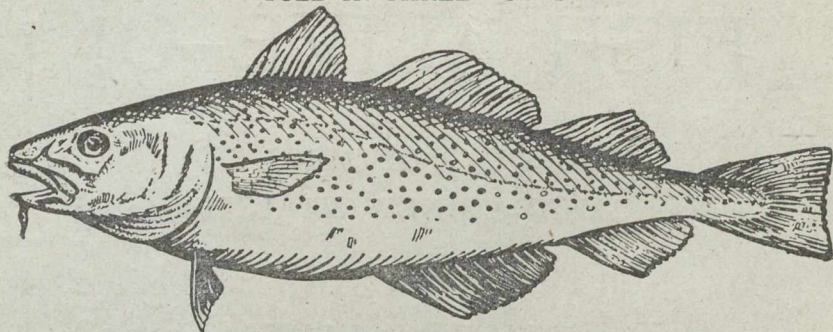
WHY EVERY CANADIAN
HOUSEWIFE SHOULD
LEARN TO COOK FISH



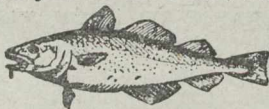
CANADA FOOD BOARD
OTTAWA, AUGUST, 1918

A TRUE FISH STORY

TOLD IN THREE "CUTS"

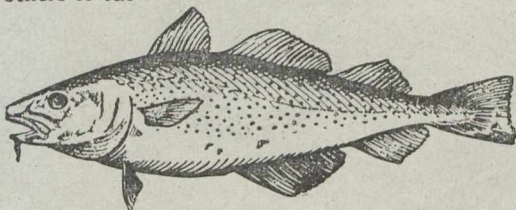


This cut represents the total Canadian catch of fish in 1917. It would equal 94 pounds a head in a year for each man, woman and child.



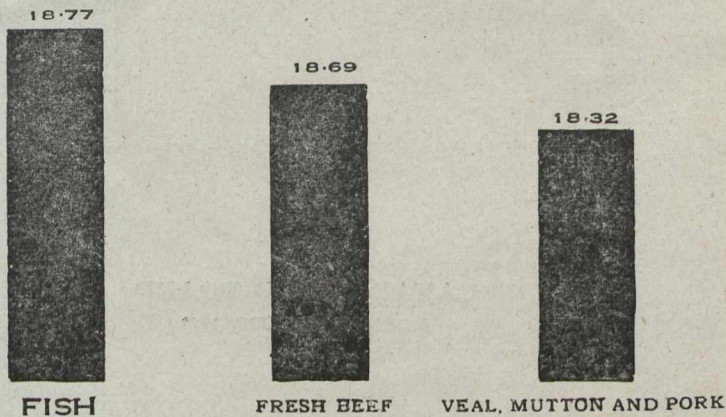
This cut represents the fish actually eaten in Canada. It is equal to only 29 pounds a head.

Where did the remaining 65 pounds go? Exported, i.e., sent out of the Dominion for others to eat.



This cut represents what the Canada Food Board sets as a standard fish diet—52 pounds per head a year, or 1 pound a week for every Canadian during war and afterwards.

THE "WHY" OF A FISH DIET



A chart which shows how much protein you get in three foods, pound for pound. Protein is the scientific term for that which in foods chiefly builds up the human body. There is more of it in fresh fish than in meats

FISH ALIVE—O!

“Fish Alive, Alive-O!”

The old call of the sturdy seacoast towns of two continents is ringing through Canada. And the fish is plentiful! It is as cheap as it is wholesome.

Fish is the one food we have been turning away from our own doors. Work it out for yourself. Last year Canadian fishermen had a catch which would have given 94 pounds to every man, woman and child had we eaten it ourselves. But we sent away—exported—65 pounds a head, and we consumed just 29 pounds each.

Then we wondered at the high cost of living.

We must get the most out of the foods we have in the Dominion. In the last three months our national health has been better through the use of the plainer standard flour and less sugar. In Europe our Allies are healthier on balanced meals called “rations,” in which fish is taking the place of meat.

There is fish enough in our Atlantic and Pacific waters, supplemented by the Great Lakes, to feed half civilization. This is now being sent in unheard-of quantities into Canadian cities and towns. The Atlantic supply goes to the limit of Ontario; the Prairie Provinces are stocked from the Pacific; the middle West gets the lake fish.

New methods of handling, from the net to the kitchen, keep this fish as fresh as at the sea-board. Frozen or iced as soon as it is caught and cleaned, it remains sweet and tasty through the perfectly clean and hygienic fish shops which are springing up everywhere to meet the new trade. It comes, dainty and delicious, “fresh and fresh for you,” right to the table. Buy only at the stores which handle your fish in the extra clean method.

No food supplants meat better than fish does. It is a perfect food; it satisfies the human palate at times even as meat does not. The jaded appetite is invigorated and the whole system toned up just as it is by the very smell of the salt sea breeze.

Why continue to undermine your health with so much meat? Years from now, vigorous and brisk from the brain-building stuff supplied by a fish diet, you will wonder how you lived so long without it.

Make it known in your own district; ring out the fish gospel, and your dealer will soon make it worth while getting you sweet frozen or fresh fish. Or there are the smoked and salted varieties. Get the Canada Food Board's 5c booklet on fish recipes. It is the most delightful way of saving money that you could ever bring into your kitchen.

Besides, so long as the war lasts this is the height of patriotism. Meats and fats and wheat are still wanted by the soldiers, and a fish diet will lessen your consumption of these.

The average price of fish is less than one-half that of meat, pound for pound. Every Canadian housewife should learn to cook fish with skill. It has a charm quite its own.

So let the old call of our Grandams' time ring, and ring again, from coast to coast of this vast land—

"Fish Alive, Alive-O!"

CANADA FOOD BOARD

RECIPE BOOKLETS, 5c EACH

- No. 1—FRUIT AND VEGETABLES: Canning, Drying, Storing
- No. 2—CANADIAN FISH AND HOW TO COOK THEM
- No. 3—VEGETABLE RECIPES
- No. 4—BREAD RECIPES

On sale at the Exhibition or on application, with remittance, to the

**CANADA FOOD BOARD
OTTAWA**