

SUFFERED TERRIBLY WITH HER HEART Would Wake Up Smothering.

The terrible smothering and choking up sensations and sinking spells, the feelings of dizziness and faintness that come over those whose heart and nerves are deranged causes the greatest distress of both mind and body. Milburn's Heart and Nerve Pills give prompt relief and effect a complete cure in cases of such severity. Mrs. A. M. Powell, Norval Station, Ont., writes: "I cannot speak too highly of Milburn's Heart and Nerve Pills. I suffered five years with my heart and nerves, but the last two years I have suffered terribly. If I were smothering, I did not get one night's sleep out of seven. I got so very weak that the doctor was called in, and he said it was my heart, and that I must take great care of myself. I saw your advertisement in your almanac for Milburn's Heart and Nerve Pills, and said I would try them. I have taken only two boxes of them and I feel a new woman. I will recommend them to anyone afflicted with heart trouble."

Milburn's Heart and Nerve Pills are 50c a box at all dealers, or mailed direct on receipt of price by The T. Milburn Co., Limited, Toronto, Ont.

THAT ODOR OF SANCTITY.

(Chicago News.)

It was a church wedding, and the church was handsomely decorated with flowers, the air being laden with their fragrance. Just as the ceremony was about to begin, small Vivian exclaimed in an audible whisper: "Oh, mamma, doesn't it smell awful solemn in here?"

Porch conversationalists are already trained and accustomed to putting out lights as a protection against air raids—by mosquitoes.

GREATER USE OF FISH IS URGED BY THE FOOD BOARD

Salmon and Halibut Are Now Classed as Luxuries --- Many Varieties of Edible Fish Can Be Procured at a Much Lower Price---Looked Upon as an Excellent Substitute for Meat

"Cheap fish or fish cheap!" Sounds the same, doesn't it? But there is a difference. In substituting fish for meat Canadian housewives have become very discriminating. "Cheap fish" sounds like it. It is invariably associated with cheap dress goods, cheap furniture and cheap other things—in fact it falls under the odium of cheapness as applied to mean and worthless articles.

The Canada Food Board, in the early days of food conservation made the pardonable mistake of advocating "cheap" fish as a substitute for beef and pork. It hadn't learned the psychology of the human, and feminine mind with regard to the term and their efforts suffered a little in consequence. The housewife who was offering "cheap" cod, haddock, pollock, skate, whitefish or flatfish by the local fish dealers disliked the sound and passed these varieties by for the luxurious and expensive salmon and halibut. These fish, because of their price, must necessarily be much superior in quality and food value, she reasoned, but at the same time registered a strong protest at the prices

charged.

The Food Board officials knowing fish, but pardonably unaware of the prejudices of the public mind, could not understand why excellent fish retelling from ten to fifteen cents per pound should be ignored in favor of varieties selling from twenty-eight to thirty-five cents. The Board had done a great deal of hard work stimulating fish production, arranging transportation facilities and keeping the price to the consumer at a reasonable figure. Their efforts in this direction received encouragement—some but not enough.

Then someone—a lady probably—said to a Food Board official, "The women of Canada don't want 'cheap' fish. They want fish cheap!" This terse remark opened up an entirely new point of view and the Board realized that they would have to do some educational work, and explain.

In the Luxury Class Now Halibut—the favorite fish of the masses—will never again rank as a low-priced fish and nothing the Food Board can do will ever bring its price down to the "fish cheap" class. The

CASTORIA

For Infants and Children
In Use For Over 30 Years
Always bears
the
Signature of *Chas. H. Sutherland*

bulk of our halibut comes from the Pacific and the heavy fishing of recent years is rapidly depleting the supply. Large fishing steamers have now to catch halibut up in the Gulf of Alaska—seven and eight hundred miles from the home port and the cost of operations is very high. Salmon is in the same category. The supply of certain varieties is becoming scarcer each year and the cost of catching puts the fish in the class of luxuries. Mackerel is a periodical fish—caught only at certain seasons of the year, and the vessels who venture after mackerel take big chances in catching some or none. Very often the cruise for months and catch scarcely enough to pay the food bill of the crew. The demand is greater than the supply. Shad, blue-fish, butter-fish, tilefish, brook trout and pass are other varieties for which there is a greater demand than supply.

The varieties of fish in which the Food Board are interested, and which they urge the greater use of as a meat substitute, are Atlantic and Pacific codfish, haddock, flatfish, herring, whitefish, lake trout, pickerel, hake, pollock, pike and cusk.

All of these are first class edible fish and fit to grace the table of an epicure. Also through the efforts of the Board, they are in the "fish cheap" class.

Selling at Ten Cents per Pound

Throughout the Western Provinces of British Columbia, Alberta, Saskatchewan and Manitoba, a plentiful supply of excellent flatfish and Pacific codfish has been secured for the citizens at prices ranging from ten to thirteen cents per pound. These fish are NOT "Cheap fish." The flatfish, which includes sole, brill, plaice, witches and skate, are among the best fish taken from the sea and in Europe are appreciated at their true worth for delicacy of flavor and nutritive qualities. Were it not for the work of the Canada Food Board in organizing the supply and distribution of these flatfish throughout the Western Provinces, they would be practically unobtainable or only at prices ranging from eighteen or twenty-five cents per pound. Pacific codfish—including grey cod, red or snapper cod, and ling cod—all first class varieties can also be procured at from twelve to fifteen cents per pound. Whitefish from the Western Lakes can be purchased throughout the four Western Provinces at not more than sixteen cents per pound. Other Western lake fish—trout, pickerel, jackfish, tullibies can be procured at the same and lower prices.

In the large cities of the Eastern Provinces, Atlantic haddock, cod, pollock, hake, cusk, flounders and skate can be purchased from ten to thirteen cents per pound. In outside towns, the prices will be a cent or two more. In the Province of Ontario whitefish, trout, lake herring and pickerel from the Government fisheries can be secured from the retail fish stores at prices ranging from eleven to fifteen cents per pound. Sea herring sells around ten cents per pound.

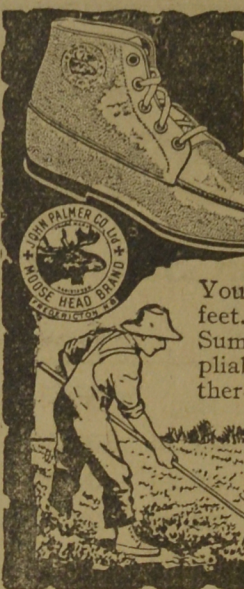
Human Perversity

All these are instances of excellent fish which can be procured at cheap prices, yet such is the perversity of human nature that if any of these particular varieties were said to be scarce and priced at twenty-five or thirty cents per pound, the dealer would have less trouble selling them. The instance of a man who offered a trayful of twenty-five dollar gold pieces at one dollar each and could not sell a single one is a fair example of the difficulty of selling a good article at a cheap price.

There was a time—not so very long ago—when Pacific halibut could hardly be sold at ten cents per pound. As soon as a demand arose and the price jumped to twenty cents, the sales were enormous. Similar instances lead one to ask the question, "Does the Canadian housewife want fish cheap?"

The Canada Food Board's request that more fish be used by Canadians is not a scheme to help the fish trade. Stern war-time necessity dictated the move and it must be carried out. The price for many plentiful varieties has been rigorously kept down and the fishermen and fish dealers have co-operated loyally and wholeheartedly. Compared with the prices secured for other varieties of food-stuffs nowadays, and taking into account the increasing cost of production, the fish advocated by the Canada Food Board are remarkably reasonable in price.

The fishermen and the fish trade are doing their part. It is up to the housewife to do hers, and use more of it—keeping in mind when she purchases that she is not buying "cheap fish" but fish cheap.



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for the **SO**

You can't enjoy farm labor with tired, aching feet. So, boys, slip your feet into Palmer's Summer Packs. Made from durable yet soft, pliable, oil-tanned, Skowhegan waterproof leather—the ideal farm shoe for comfort and wear.

Easy to put on and take off. Large eyelets, quickly laced. Solid leather heel, sole and insoles. Bellows tongues.

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Cloths
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BEST VALUE IN THE MARKET IN MEDIUM PRICED CAR—25 Miles to Gallon Gasoline.
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