

KING HERRING—NATURE'S HEALTH FOOD

"Of all the fish that swim the sea," runs the old saying, "the herring is the King," and certainly the more you consider the unique qualities of this astonishing little fish, the more you will agree that it deserves its royal title.

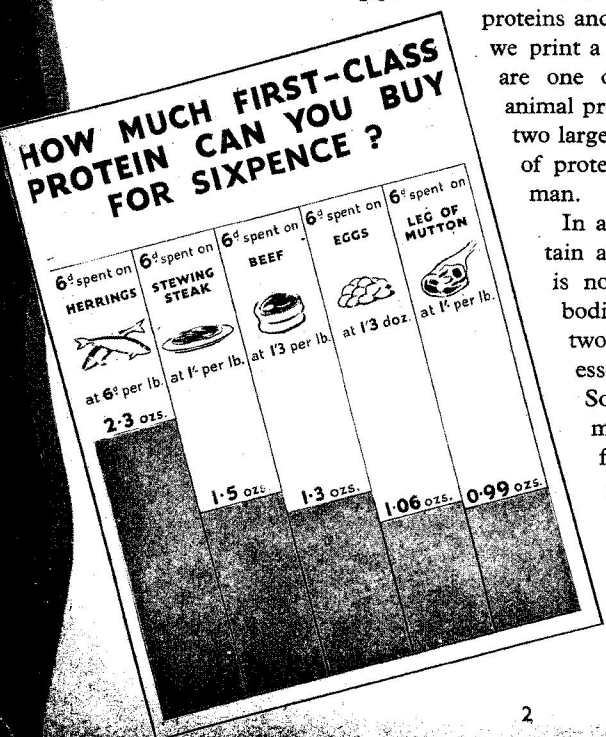
It would be difficult to find a more appetising food than the herring or one richer in nourishment for both nerves and body. Added to this, it is one of the least expensive of all foods. To-day many of our foodstuffs reach our tables in such a "prepared" state that we may be pardoned for wondering how much of their original goodness is left in them. But the herring comes to us straight from the health-giving sea with all its goodness unimpaired. It has well been called "Nature's own health food." Instead of depending on patent foods compounded in laboratories, how much better (and cheaper) to take our vitamins and nerve nutriment in the natural form of herrings!

If we want to see our children grow sturdy and strong, rosy-cheeked and bubbling over with energy, we cannot do better than give them plenty of herrings.

One of the chief dangers of our modern diet is that we are apt to eat too much cereal and starchy food and too little "first-class" protein, the material which builds up the body and repairs waste. For what is termed "first-class" protein we have to go to foods of animal origin, such as meat and fish, eggs, cheese and milk.

The herring provides some of the most digestible of these first-class proteins and very cheaply too. On this page we print a chart which shows that herrings are one of the very cheapest sources of animal protein that you can buy. Indeed, two large herrings will supply the amount of protein required daily by an average man.

In addition to protein, herrings contain about 10 per cent. of fat, which is not only an important source of bodily heat and energy, but contains two of those remarkable substances essential to health known as vitamins. Some seven or eight different vitamins are known to exist. Those found in the oil of the herring are called Vitamins A and D. Vitamin A protects from certain forms of infection and without it growth is impossible.



Vitamin D prevents and cures rickets and promotes the formation of sound bones and good teeth. The herring is therefore a most valuable food for growing children.

When you consider the energy value of the herring you will find it also is extraordinarily high as the chart printed below proves.

Compared with the other common foods, the herring is very rich in mineral matter. It provides us with iodine, an absolute necessity for life and health, which is unfortunately lacking in much of our food. Herrings are one of our most valuable sources of iodine, another reason why we should eat them freely.

You may ask how it comes about that the herring is so valuable a food. One reason is that the oil, vitamins, iodine, etc., instead of being all contained in the liver as is the case with the cod, are distributed throughout the flesh of the herring. So when you eat herring you are getting at a very low price, as an eminent doctor said recently, "all the merits of cod liver oil, and with a delicious instead of a disagreeable flavour."

The herring's richness in vitamins is probably accounted for by the food it eats. For it lives on *plankton*, the tiny animal and vegetable organisms that float near the surface of the sea. Now *plankton* is saturated with sunshine and its life-giving properties pass directly into the herring. We all know the value of sunlight these days, but few of us realise how much of it is stored up in the flesh of the herring.

The latest scientific research has proved that the food value of the herring is not likely to be lessened by cooking. Nor are the vitamins destroyed by smoke-curing, a fact which lovers of kippers and bloaters will be pleased to learn.

Herring roes, too, are especially full of nutriment and soft roes are thus an excellent food for young children.

To sum up—in value for money the modest herring is truly a King. In its various forms—fresh, kippered or bloatered—it supplies weight for weight, more strength, more energy, more solid satisfaction than almost any other dish that you can put on the table.

