



# COMMERCIAL FISHERIES REVIEW



A review of developments and news of the fishery industries  
prepared in the BRANCH OF COMMERCIAL FISHERIES

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COVER: "Join the Fish Parade" emblem portrays the theme of National Fish Week, October 29-November 3, 1956. An all-industry consumer and trade publicity campaign is scheduled to run in newspapers, magazines, radio, television, and grocery and restaurant publications. A number of national associations and chain and independent retail organizations are advising their members how they can cash in on the promotion. Allied industries such as the Rice Industry will feature "Fish Parade" in their own publicity and advertising. The U. S. Fish and Wildlife Service will notify all food and trade associations of the program, and a press release was issued on September 19 by the Secretary of the Interior announcing support of the program. The U. S. Department of Agriculture will list the program as a Merchandising Opportunity in the tie-in material that goes to the "Plentiful Foods List." (See outside back cover of this issue.)

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