

Somebody Else is Getting a Lot of Trade That You Ought to Have.

And you can have it by encouraging your customer to **eat less meat and more fish.** Educate him to the fact that **fish is a better and healthier diet.** When he gets that on his mind he will want to get fish. Then introduce to him

YOU
CAN
EASILY
SELL
LARGE
QUANTITIES
OF
FISH.

"HALIFAX" **"ACADIA"** **"BLUENOSE"** **CODFISH.**

THERE'S
A
GOOD
PROFIT
ON
EVERY
POUND
OF
THIS
FISH
FOR
YOU.

This is the cleanest, most inviting,
and most convenient form in which
he can get fish and he can therefore
be persuaded to buy quite easily.

BLACK BROS. & CO., LIMITED **HALIFAX, N. S.**

A. H. BRITTAIN & CO., Selling Agents for Ontario and Quebec,
BOARD OF TRADE BUILDING, - MONTREAL.