

EAT LESS MEAT

EVERY GROCER WHO CAN SUC-
CEED in getting this idea impress-
ed on the minds of his customers
stands to get more trade and make more
money if he follows up his vantage by
selling

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

There is no cleaner, nicer or more conve-
nient form in which fish can be offered
than this. Your customers will like it
and you can easily establish a vogue for
it. Once get the habit formed and you
will have a lot of trade that now goes for
the purchase of meat, and it will be a pro-
fitable trade too, for there is a good mar-
gin of profit for the grocer on every pound.

THE BEST FLAVORED
FISH IN THE WORLD
ARE CAUGHT NEAR THE
NOVA SCOTIA COAST.

BLACK BROS. & CO., Limited,
MANUFACTURERS,
HALIFAX, N.S.

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

EAT MORE FISH