

A Quick "Turn-Over"

will soon take place in your fish department, now that the rush season is about to commence. Fish foods are eaten the year round, so you should sell only the best in order to keep the fish trade coming your way throughout the remainder of the year when the demand is not so keen.



"Thistle" Brand Haddies and Herring

The name and the fame of the "Thistle" Brand of fish have brought credit and honor to the producers, and will bring money to the retailer.

The "Thistle" label on Haddies, Kippered Herring, Herring in Tomato Sauce, and Tunny Fish, is known throughout the Dominion to guarantee the virtues of cleanliness, genuineness and natural flavor of the freshly-caught and instantly-canned fish, just as they are taken from their ocean home.

The cleanliness of "Thistle" Brand is always proverbial—their flavor is fine—they are genuine always.

A big tribute to this brand is that there are times when the demand exceeds the supply. So get your supply in time.

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