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## A STITCH IN TIME

The old saying means nothing more nor less than doing the right thing at the right time.

At a cost of \$10,000 the Government made a special exhibit of fish and oysters to the Canadian Public. It was the newest and one of the most interesting things at the 1913 Canadian National Exhibition. A million people were surprised and educated as to the qualities of fish and oysters as food.

This was an enormous amount of free advertising for the retailer who handles fish and oysters. It is bound to affect your business favorably if you do your part. It remains for you to meet the demand created. And don't allow your competitor to skim the cream.

To do this successfully you must have the best.

But you have no time to make a special study. You need guaranteed goods. As Fish and Oyster specialists we looked after a portion of the exhibit. Our "Beacon Brand" goods were prominent. Our specialization and our brands protect your quality. Our exclusive position allows us to follow and inspect the fish and oysters from the water to your store.

"Beacon Brand" is the highest attainment of quality. They are not haphazard. They are the logical outcome of specialization.

It has paid our customers well. It will pay you.

Send a card to-day. It will bring our price lists and interesting information.

### The F. T. James Co., Limited

Proprietors "Beacon Brand"

29 Church St., TORONTO



THE SIGN OF BEACON BRAND