

The profit of every  
single sale means  
something—  
additional sales mean  
still more

That's why **"Thistle" Brand Haddies and Herring** means so much for the dealer. The exceptional high quality makes customers come back and the good profit helps to fill the till.

This is the fish-eating season, and every dealer should put fish to the front. Every sale means something, and if you sell the **"Thistle" Brand** quality fish, each sale will mean a satisfied customer and a repeat order.

**"Thistle" Brand Haddies**, Kippered Herring, Herring in Tomato Sauce, Tunny Fish, etc., are the select of the fishermen's catch. They are carefully prepared and packed immediately after being caught in improved seamless tins, retaining the full, fresh, salt sea flavor.

Order by the name, and be sure that your wholesaler gives you **"Thistle" Brand**.

Arthur P. Tippet & Co.

AGENTS

Montreal

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Quebec