

“One Object
and
One Aim.”

You remember the old saying, “It is better not to have too many irons in the fire at once.” One thing well done is far better than a dozen carried but half way to perfection.

Captain Austin, manager of the Thistle Haddies Company's Factory at Digby, Nova Scotia, has followed in the footsteps of his father before him, and is acknowledged absolutely unsurpassed as a fish curer. His “one object and one aim” has always been to put up the very best fish in the very cleanest way—to cleanse them properly, to cure them properly, and to pack them perfectly.

Captain Austin has had but one iron in the fire at once—he has devoted a lifetime to doing just one thing and to doing that **well**. The result is that the famous

“Thistle” Brand Canned Haddies
Kippered Herrings
Digby Chicken

represent without exception the top notch of excellence in their various lines. The Thistle Haddies Company's Factory is the most perfectly equipped and the cleanest one of the kind on the Atlantic Coast. Its cleanliness is almost proverbial. The cast iron rules regarding the quality of the fish themselves bar out everything that falls below the standard that has made the name of “The Thistle Brand” famous everywhere.

The rich, natural, delicate flavor of the freshly caught fish is retained in its fullness in the “Thistle” Brand. It is the brand that connoisseurs buy exclusively. It is the “Thistle” Brand that “wins out” every time, because Manager Captain Austin has now and always has had but “one object and one aim” in life.

Arthur P. Tippet & Co., Agents,

8 Place Royale, Montreal.

23 Scott St., Toronto.