

LENT

is fast approaching, and we believe you are safe in anticipating an even greater demand than last year for canned Haddies—"THISTLE" Brand, of course, in 1-lb. and $\frac{1}{2}$ -lb. tins, and you will do well to see that your stock is replenished without delay, for one of the best tributes that can be paid to the increasing popularity of "Thistle" Brand is the fact that there are times when the demand exceeds the supply.

"THISTLE" Brand FLAKED FISH

in 1-lb. tins.

Just as "Thistle" Brand Haddies won their popularity by Quality, Cleanliness and Natural Flavor, so "Thistle" Brand Flaked Fish is fast winning its way on the same merits. Only the finest selected Hake caught in St. Mary's Bay (right on the shores of the great Atlantic) is used in this Acadian Delicacy. It is going to prove a *big* seller and our only regret is that the quantity is very limited, so get in on it at once before our supply is exhausted—and it will be *soon*.

You are serving your best interests by stocking only the best class of Canned Fish—on the quality at this season depends the trade you will do throughout the year.

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

Arthur P. Tippet & Co.

Agents

Montreal

Toronto