

The owners of the "Shell" Brand of Castile Soap as well as the owners of the "Tyne" Brand of Scotch Fish have the principles, courage, enterprise and iron purpose that has enabled them to rise above all others in the high quality of their products. The liberal patronage they have won spells "success" in very large letters. The good has been a mutual one—for owner and retailer. Permanent trade has been established—and held most tenaciously. The retailer who is not handling these two lines is losing money every single day in the week.

**Shell**  
Brand  
**Castile**  
**Soap**



A soap containing 67 per cent. of pure oil. No animal matter in it. No smells or odors as found in common soap.

**No Animal Matter**

We repeat this because it's so unusual. No decay because there's nothing to decay. Unadulterated pure oil is only used. Unequaled for the bath or fine laundry work. In pressed cakes and bars.

**"Tyne"**  
Brand  
**Scotch**  
**Fish**

from bonnie Scotland and from a "bonnie" house—The Shields Ice and Cold Storage Company, who are specialists at this one thing.

**Full Weight Always**

and always the best quality Herring that can be secured. Kippered Herring, Herring in Tomato, Fresh Herring and Herring Roes.

*Arthur P. Tippet & Co., Agents,*

*8 Place Royale, Montreal*

*20½ Front St. East, Toronto*