

# “THISTLE BRAND” FISH

is the Response to Tasty  
Meals and Economy

The grocer who pushes fish that wins the confidence of his customers, proclaims far more than mere good judgment. He shows sound business insight, which considers not only the present needs of his customers but the value of shaping their future habit of buying the same brand—ALWAYS.

So well have “Thistle Brand” Fish met the call for tasty meals and economy that the housewife’s appreciation of this satisfying brand is felt in heavy sales the year through.

Caught in the best fishing beds in Canada, only the choicest and best fish are selected for “Thistle Brand.” Cured and canned a few hours after coming from the sea, “Thistle Brand” Fish reach the table fresh and appetizing.

The Lenten season brings one of the rarest opportunities to lay the foundation for year ’round fish sales with “Thistle Brand” Haddies and Flaked Fish. Replenish your stock and map out some attractive window displays *to-day*.

Every tin guaranteed.

ARTHUR P. TIPPET & CO.  
SOLE AGENTS -- MONTREAL, QUE.

For sale by all Wholesale Grocers

