



Cured and Packed Where Caught !

"Thistle" Brand Canned Fish.

One reason why the "Thistle" Brand of Canned Haddies, Kippered Herrings, etc., retain the rich, delicate flavor of the freshly-caught fish is because they are cured and packed right at the water side, where they are caught.

There is **no dirt, no slime** in the "Thistle" Brand to spoil the natural flavor. There are no "odds and ends" thrown in in a hurry. The "Thistle" Brand contains nothing but carefully-selected fish—**only the best will do for the "Thistle" Brand !**

The cost per tin, or can, to clean, cure and pack the "Thistle" Brand is without doubt greater than the cost involved in marketing any other Brand in the country, yet the high quality has been steadily maintained from year to year even in the face of strong competition. The "Thistle" Brand competes **on quality and not on price. It is the Standard Brand of Canned Fish !**

Highest Quality Always.

ARTHUR P. TIPPET & CO., Agents,

8 Place Royale,
Montreal.

Sole Agents,

20 $\frac{1}{2}$ Front Street,
Toronto.