

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 have 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. Unequalled 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

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