

The
"Thistle"  **Brand**

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The fact that for seventeen years we have sold the "Thistle" Brand of Canned Haddies, Kipperd Herrings and Digby Chicken is pretty good evidence of the high standard of quality of the goods. By high quality we mean, first, the very best fish put up in the very cleanest way; second, the preservation of the rich, delicate, natural flavor by prompt action after the fish are caught.

There has never been any attempt by the owners of the "Thistle" Brand to produce their goods at small cost—quality has been their watchword first, last and always. They have never pretended to compete on the basis of price and they never will. The "Thistle" Brand is to be best by every test and regardless of expense.

The Manager of the company is unsurpassed as a fish-curer, as his father was before him. He'd not hesitate to destroy an entire pack should it not come up to his ideas of what a perfect pack should be. The buyers of the "Thistle" Brand can be absolutely sure of perfection. It is the standard from which the quality of all other brands are judged.

ARTHUR P. TIPPET & CO., Agents,

8 Place Royale,
Montreal.

23 Scott Street,
Toronto.