

"THISTLE" BRAND FINNAN HADDIES

**They
Hold
Trade**

Quality, not quantity, wins trade and *holds* it—a new article sold on the basis of "more for your money" may catch the temporary customer, but do you want a man or a woman to buy once and then stop?

Cured and Packed Where Caught !

**"Thistle" Brand
Canned Fish.**

One reason why the "Thistle" Brand of Canned Haddies, 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.**

**These
Hold
Trade
Also**

**"Cox's"
Gelatine**

Quality always the same—always the best and purest.

**Both Powdered
and Shredded.**

You never have a dissatisfied customer who uses

—COX'S—

**Taylor's
Peels**

Made in England, from the best Corsician peels only. Prepared from finest whole fruits, NOT from fruit skins from which the essential oil has been extracted.

**Highest Quality Only
Always the Same.**

Look for the label.

ARTHUR P. TIPPET & CO., Agents.

8 Place Royale,
Montreal.

20½ Front St. E.,
Toronto.