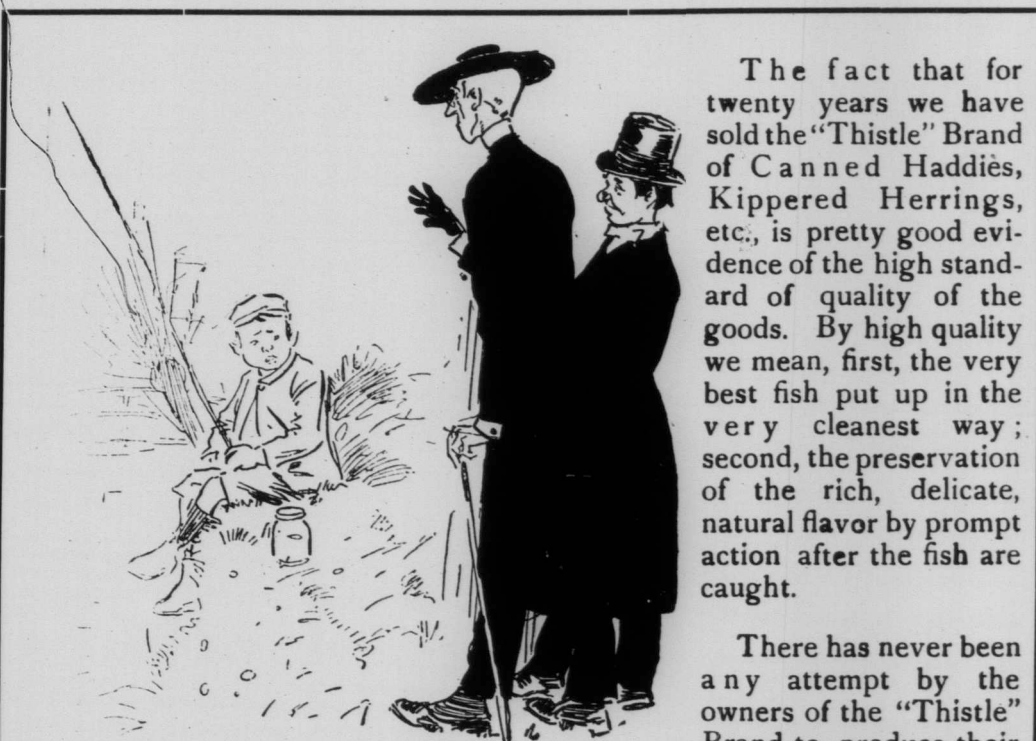


The  
**"Thistle" Brand**  
**Fish**



The fact that for twenty years we have sold the "Thistle" Brand of Canned Haddies, Kipperd Herrings, etc., 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 as cheap goods—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 the 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. The buyers of the "Thistle" Brand can be absolutely sure of perfection. It is the standard from which the quality of all other brands is judged.

**Not the Cheapest but Always the Best**

**ARTHUR P. TIPPET & CO.**

**Agents**

**8 Place Royale, MONTREAL**

**20½ Front Street, TORONTO**