

# Absolute Cleanliness

characterizes the different departments in all the C and B factories and the processes by which our goods are made. The greatest care is taken to ensure that all utensils are sterilized before using and there is practically no possibility of dirty utensils or packing jars, bottles, or tins being used, so thorough is the supervision exercised. This cleanliness in manufacture is largely responsible for the high-class keeping qualities of our goods whilst it is everthing in securing the best results obtainable from each process. Let your customers know that C and B goods are made under the most sanitary conditions—in factories that are admitted to be the most up-to-date in the world—and that they can absolutely rely upon the purity of anything which bears our name. You will find the benefit of handling only reliable goods in the increased trade the C and B lines will bring you.

## CROSSE and BLACKWELL

SOHO SQUARE, LONDON, ENGLAND.

LTD.

AGENTS,

### C. E. COLSON & SON

MONTREAL.

SPECIAL LINES FOR THE PRESENT MONTH—

Potted Fish, Pelchards in Oil, Norwegian Smoked Sardines,  
Herrings in Tomato Sauce, Fresh Herrings, Kippered  
Herrings.