

Protect Your Customers

As a soap bearing an imitation of our name and mark is being offered and sold in Canada, we annex a copy of the stamps both on the **genuine** "Shell Castile" and of the imitation.

THE GENUINE



COQUILLE

Chap. 29, sec. 446, et al, Crim. Code 1902

Everyone is deemed to falsely apply to goods a trade mark or mark who without the assent of the proprietor of the trade mark applies such trade mark or trade mark so nearly resembling it as to be calculated to deceive.

Everyone is guilty of an indictable offence who with intent to defraud

- (a) Forges any trade mark; or
- (b) Falsely applies to any goods any trade mark or any mark so nearly resembling a trade mark as to be calculated to deceive.

Everyone is guilty of an indictable offence who sells, or exposes, or has in his possession for sale any goods or things to which any forged trade mark or false trade description is applied, or to which any trade mark or mark so nearly resembling a trade mark as to be calculated to deceive, is falsely applied.



The Imitation



Any one selling the above imitation of our brand is liable to criminal prosecution under the above Act, and those who have supplied sellers of this soap not only are liable themselves but have made **every buyer** equally liable.

Couret Freres, Marseilles