

WHAT'S IN A NAME?

is often asked by many people. There is everything in it when that name is Crosse & Blackwell on a package of preserves, pickles, chutneys or other food products packed by the firm, for it is synonymous with "the highest quality at the most reasonable price". The reputation of C. & B's. goods has stood the test of time and has been achieved by honest merit and the maintaining of the highest standard of quality. Ever since the founding of the firm in 1706 their goods have possessed a reputation for quality and value unexcelled by any and approached only by a few.

The grocer who stocks C. & B. goods can rely upon their reputation alone selling for him many dollars worth; for when the best is wanted, C. & B. goods are universally asked for.

CROSSE & BLACKWELL,

LTD.

SOHO SQUARE, LONDON, ENGLAND.

AGENTS,

C. E. COLSON & SON,

MONTREAL.

SPECIAL LINES FOR THE SEASON



French Imperial Plums, Crystallized Fruits,
Preserved Ginger, Tarragon Vinegar, Malt
Vinegar, Lucca Salad Oil.