

THE CANADIAN GROCER

PURVEYORS OF  
JAMS, JELLIES AND  
CANNED ENGLISH FRUITS



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HIS MAJESTY  
KING GEORGE V.

BY APPOINTMENT



## Chivers & Sons' Fruit Preserves

have a flavour that is unequalled, being composed of the choicest fresh fruit skilfully prepared. This delicious flavour may be attributed to their method of preserving and packing, almost immediately after the fruit is gathered. This is an advantage obtained by Chivers' factory standing in the midst of thousands of acres of orchards in the finest fruit-growing district of Cambridgeshire.

**PURITY—CLEANLINESS—FRESHNESS**—are the hall-marks of this world-famed make of food products.

A feature that you will find as a selling point is the careful packing in tins or bottles. By a special process all the tins are prepared so as to prevent the possibility of any detrimental effect on the fruit.

You safeguard your reputation, Mr. Grocer, by stocking foodstuffs of perfect purity and quality—tried and tested. You will find it the means of bringing many repeat orders—at good profit.

ORDER TO-DAY

# CHIVERS & SONS, LIMITED

FRUIT GROWERS,

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