

A GREAT BRITISH INDUSTRY

In the extreme northeast of Scotland a great business is conducted, about which the general public or the trade have very little real knowledge.

The herring fishing industry employs thousands of men and women and hundreds of thousands of pounds capital, and it has the distinction of being entirely British throughout!

Messrs. Maconochie were pioneers in this herring trade a generation ago, and all through the years between they have maintained their place as the premier house engaged in it.

Their splendid factory is situated at exactly the right spot on the coast where the finest herrings are caught and landed, and so marvellous are the arrangements that herrings which are swimming in the sea in the early morning are safely sealed in the Maconochie tins early in the afternoon.

Such perfection of management and celerity of handling is the result of a whole long life's experience, and the constant employment of all the most modern improvements that science discovers.

Under such circumstances the Maconochie herrings retain all the inimitable freshness of the flavor of the salt sea breezes, and they enable people who live in towns to enjoy fish under the same conditions as the fishermen themselves, who have them straight from the net to the table.



Cleaning and Splitting Herrings at Maconochie's, Fraserburgh

Maconochie's Fresh Herrings and Herrings in Tomato are a very attractive proposition from the retailer's point of view.

There are no articles in grocery stocks which show better results than these herrings, and they provide an excellent and most economical meal, as sustaining as delicious; and again, it is well to bear in mind that the herring holds

pride of place amongst all food products, for, in the opinion of the highest medical and scientific authorities, "there is more nutriment in a pound of herring than in a like weight of sole or turbot, and, value for value, it is very much better than the best beef or mutton."

Maconochie Bros., Limited

139 Gold Medals and Highest Awards

PURVEYORS TO

HIS MAJESTY THE KING

Messrs. Maconochie

Manufacturers of

Preserved Fish,
Pickles, Sauces, Jams,
Potted Meats, Peels.

All particulars, prices, etc., are gladly supplied upon application to Maconochie Bros., Ltd., Head Office, Millwall, London, E., or



300 tons of Herrings are tinned in a day at Maconochie's

CANADIAN AGENTS:

MacLaren Imperial Cheese Co., Ltd., Toronto, Ont.