



Imperial Dessert Jelly

The grocer who sells Imperial Dessert Jelly has the assurance that he is offering his customer an article which is supported by a reputation that has won public confidence.

To place Imperial Dessert Jelly in a class by itself the jelly had to be made—not copied—and it is no idle boast to say that it approximates "jelly perfection" in a manner not heretofore conceived.

The margin on Imperial Dessert Jelly affords a liberal profit to the grocer who will take an interest and push it, and his efforts will be augmented by aggressive advertising and consistent treatment.

Be convinced yourself by trying a package.

MacLaren Imperial Cheese Co.

Toronto

Detroit

Limited