

THE CANADIAN GROCER

HELP Your Customers to ECONOMIZE

With the high prices of Salmon, Lobster
and other canned fish, why not feature

MACONOCHIE'S

FRESH MACKEREL
FRESH HERRING
KIPPERED HERRING
HERRING and Tomato Sauce

SHOW YOU GOOD PROFITS

Largely
Advertised
Helps your
Sales



Recommended by
Herman Senn
London, Eng.
The greatest
authority on Cookery
in the World



See you
get your share
of the
Trade

Send for Samples

If you cannot get them through your jobber, write direct to

MacLaren Imperial Cheese Co., Ltd

Sole Agents for Dominion and United States

OFFICES: NEW YORK CHICAGO DETROIT MONTREAL TORONTO

FACTORIES: WELLESLEY, ONT. WOODSTOCK, ONT. BANCROFT, MICH.