

THE CANADIAN GROCER



# FRESH HERRING

Of all that is said on the subject of canned fish, the essential point is—  
**are the fish packed fresh?**

Herring quickly show the effect of any deterioration, as the flesh loses its firmness and becomes dark in color.

**Maconochie Bros. herring** are distinguished for their firm, even texture and clear, white color. To accomplish this almost unlimited facilities are required; but Maconochie Bros. method of handling fish is so complete that, in the first place, it **insures absolutely fresh packing**, and, in the second place, **preserves the inimitable natural flavor**.

Sell Maconochie Bros. Fresh Herring, Herring in Tomato Sauce, Kipperd Herring--satisfy your customers and see your profits grow.

CANADIAN AGENTS:

## MacLaren Imperial Cheese Co. Ltd.

TORONTO

## Maconochie Bros., Limited

London, England

