



How Can
I
Save Money?

You Can Save Money

for yourself and customers by serving them with the best product of its kind, no matter what that kind may be.

You save yourself money, because reliable products, which are known to the consumer or have in them the quality, that when once used always used, never stick to your shelves and become fly-specked members of the has-been counter.

You save your customer's money, because a quality product, although it may be a shade higher in price, can be served or prepared without any waste in a much more attractive manner and more readily than the inferior product, thereby saving your customer's time which is money, giving better satisfaction and insures your customer's confidence in prepared food products and in you.

You can readily see that you can save money by looking after the fine points of your business, as some might say trifles, but it is trifles that make perfection, although perfection is no trifle.

MacLAREN'S IMPERIAL PRODUCTS NOTHING BETTER

A Few Trifles That Will Help Perfect Your Business

MacLAREN'S IMPERIAL CHEESE
MacLAREN'S IMPERIAL OLIVES
MacLAREN'S IMPERIAL HONEY

MacLAREN'S IMPERIAL PEANUT BUTTER
MacLAREN'S IMPERIAL PREPARED MUSTARD
MacLAREN'S CANADA CREAM CHEESE
IMPERIAL DESSERT JELLY

FOR SALE BY ALL JOBBERS

FOR FURTHER PARTICULARS WRITE

MacLaren Imperial Cheese Company, Limited

MANUFACTURERS AND IMPORTERS GROCERY SPECIALTIES

OFFICES: NEW YORK
FACTORIES:

CHICAGO
WOODSTOCK, ONT.

DETROIT
WILLOWDALE, ONT.

MONTREAL

TORONTO
DANFORTH, ONT.