

# A Plain Statement

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"Reliable advertised goods for which a demand is created are the only sure sellers."



**MacLaren's Imperial Cheese  
Imperial Peanut Butter  
Imperial Dessert Jelly**

Uniform high quality, liberal value and effective advertising combine to make **Imperial Products money-earners** for the **retail grocer**.

Care, skill and progressiveness enable him to push the sale of **Imperial Products** with the assurance that every sale means a **satisfied customer**, and every satisfied customer is a business asset, a **business-getter**.

Why not consult your own interests, why not **reap this advantage** of quality, value and advertising, why not build up your business and be sure of good profits by selling **Imperial Products**?

What we state are facts, and we back up every statement. Watch our ads.

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**MacLaren Imperial Cheese Co., Ltd.**

**Toronto**

**Detroit**