

THE CANADIAN GROCER

VOL. XII

TORONTO AND MONTREAL, FEBRUARY 25, 1898.

No. 8

QUALITY..



When a salesman talks price to you

Ask him about QUALITY

When he talks quantity

Ask him about QUALITY

When he talks merit to you

Ask him about QUALITY

That's the

STRONG POINT

in

Colman's Mustard

WHY

MacLaren's Imperial Cheese

SCORED 100 POINTS—PERFECTION.

Absolute cleanliness tells the whole story of good cheese just as it points out the character of the true gentleman. You cannot make perfect cheese—like Imperial—if one particle of dirt enters into its composition, from the well bred cow which gives the milk, and on through all the many processes of manufacture, the floors, tables, walls, pans, implements, even to sterilizing the opal pots. Little wonder then, that MacLaren's Imperial scored 100 points—absolute perfection—at the World's Fair. Experts will tell you that the true, rich, nutty flavor of Imperial Cheese is not to be found in any other cheese, potted or otherwise, in existence.

There are imitations of our Labels, Jars and Holders.

A. F. MacLAREN & CO., Toronto and Stratford, Canada