

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. herring—satisfy your customers and see your profits grow.

Ask for samples and prices for 1908.

CANADIAN AGENTS:

MacLaren Imperial Cheese Co. Ltd.

Toronto

Maconochie Bros., Limited

London, England

