

FRESH FISH

This is a significant term when applied to canned fish—especially herring.



Unless the herring are freshly packed the flesh is dull in color, soggy in texture and without natural flavor.

Maconochie Bros.' factory for canning fish is the largest of its kind in the world. It has ample facilities for handling any "catch," however large. The fish are accordingly packed **immediately upon arrival** and are unquestionably fresh.

Maconochie Bros.' herring are accepted as **standard** the world over.

For samples and prices for 1908 apply to Canadian agents,



MacLaren Imperial Cheese Co.
TORONTO LIMITED

MACNOCHIE BROS., Limited, London, Eng.