

## CLARK'S PREPARED FOODS

An Ideal of Quality Maintained for Half a Century. When, over fifty years ago, William Clark, the originator of Clark's Prepared Foods, founded the business which bears his name, he was a pioneer in his ideals of quality. In those distant days



much of the prepared food offered for sale was far from all that it should have been. Manufacturers were careless, ignorant of hygienic principles, while inspection and Government requirements were either entirely absent or nothing like as rigid as they are today.

This did not satisfy William Clark. He established his own standards of quality; he resolved that nothing but the finest and best of foods should go into containers bearing his name. In fact he devoted his whole life to work in the interests of the cause for pure food.

The Clark business of today maintains its founder's ideals. "Purity" and "Quality" are watchwords. Constant efforts to improve food standards have been rewarded by more scientific methods, more efficient equipment, and more meticulous systems of hygiene.

The result of all this research and planning is yours today in the wide variety of Clark's Food Products—pure, safe, reasonable in price—that await you on your grocer's shelves.