

Your REPUTATION at Stake



Mr. Grocer--- Do you ever consider when buying such lines as PICKLES, SAUCE and FISH that your REPUTATION with your customer is very much at stake, and sometimes you are persuaded by some smart salesman who will show you a shade better profit on either a fictitious label or an unknown brand with which you are not only looking for, but likely to have, trouble; but if you will only use your own best judgment and demand from your wholesale grocer



MACONOCHIES

You will not only save your reputation but will increase your trade by giving your customer goods that the **Quality goes in before the name goes on**, and are guaranteed to you by the manufacturers.



Send for quotations on Fish at once, it will pay you. We will also be pleased to send samples for comparison to bear out the above remarks.

MACLAREN IMPERIAL CHEESE COMPANY, LIMITED

Sole Agents for Canada and the United States

OFFICES—TORONTO, MONTREAL, CALGARY, DETROIT, MICH.
 FACTORIES—WOODSTOCK, ONT. WELLESLEY, ONT. BANCROFT, MICH.