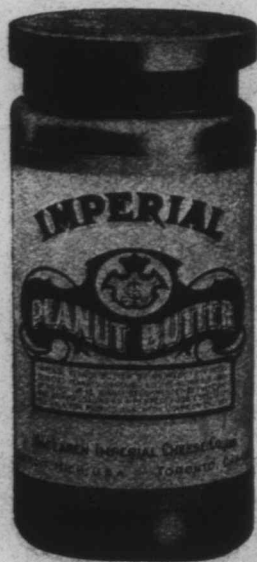




A profit to be good must be sure. Sure profits are made only on goods that have a sure sale.



Quality is essential to make sales sure. In the manufacture of Imperial Products quality is the first consideration.



MacLaren Imperial Cheese Co., Ltd., Head Office TORONTO



AT