

THE CANADIAN GROCER



Toadstools
Look Like
Mushrooms

LOOK HERE!

IF YOU ARE NOT SURE WHETHER A PRODUCT IS A MUSHROOM OR A TOADSTOOL—LEAVE IT ALONE.

AS THE RESULTS OF EATING TOADSTOOLS ARE SERIOUS, SO ARE THE RESULTS OF SELLING YOUR CUSTOMERS TOADSTOOL PRODUCTS FOR MUSHROOM PRODUCTS SERIOUS.

IF YOU DECEIVE YOUR CUSTOMERS WITH TOADSTOOLS TO-DAY YOU WILL NOT HAVE THE OPPORTUNITY TO SELL THEM MUSHROOMS TO-MORROW. SO IT WILL PAY TO SELL THEM MUSHROOMS TO-DAY.

MACONOCHIE'S QUALITY PRODUCTS

ARE MUSHROOM PRODUCTS—NOT TOADSTOOLS

MACONOCHIE'S—Pickles, Peels, Fish, Marmalade, Worcester Sauce, Etc.

PAN YAN SAUCE & PICKLE

(EXTRA CHOICE MUSHROOMS)

YOUR JOBBER HAS THEM -- YOU SHOULD HAVE THEM

FOR FURTHER PARTICULARS WRITE
CANADIAN AND UNITED STATES REPRESENTATIVES.

MacLAREN IMPERIAL CHEESE COMPANY, LIMITED

MANUFACTURERS AND IMPORTERS OF CHOICE SPECIALTIES

NEW YORK

MONTREAL

CHICAGO

TORONTO

DETROIT