



A Prosperous New Year
is assured by selling

Imperial Dessert Jelly

There is satisfaction in selling what you know to be pure—in giving your customers value—double satisfaction when this is combined with a good profit.

Our best advertisement is your recommendation. Once your customers try Imperial Dessert Jelly we are sure of the result. Write us and we will tell you how, and how much we pay you for your co-operation.

Ask Your Jobber for Imperial Dessert Jelly.

MacLaren Imperial Cheese Co.

Limited

Head Office: - Toronto