

THE CANADIAN GROCER

IT WILL PAY TO CONSIDER QUALITY FIRST



THE quality of a product depends upon the materials used, a thorough knowledge of the product and the careful application, in the preparation of the product, of the knowledge possessed.

Quality products may be a shade higher in price but they are worth the difference, because once you sell a product of quality the future sale of that product is assured, by reason of the complete satisfaction it gives to the purchaser.



MACONOCHIE'S QUALITY PRODUCTS



STAND the test of quality, because only selected raw materials and the most modern methods of preparation are used and in addition a generation's experience has raised MACONOCHIE'S level of preparing foodstuffs to a fine art. The difference between MACONOCHIE'S products, which are quality products, and inferior products is that

Maconochie's products make future sales while inferior products make dissatisfied customers and create loss of confidence in you.

MACONOCHIE'S—Pickles, Peels, Pan Yan Pickle, Pan Yan Sauce, Fish, Marmalade, Jams, Worcester Sauce, etc., etc.

Test them and be convinced

FOR SALE BY ALL JOBBERS

CANADIAN AND UNITED STATES REPRESENTATIVES

MacLAREN IMPERIAL CHEESE COMPANY, LIMITED

MANUFACTURERS AND IMPORTERS GROCERS' SPECIALTIES

NEW YORK.

MONTREAL

CHICAGO.

TORONTO

DETROIT

