

THE CANADIAN GROCER

QUALITY

PROFIT

VALUE

MAC LAREN'S
IMPERIAL PRODUCTS

RELIABILITY

INSURE THE CONFIDENCE OF YOUR CUSTOMERS

It is the Confidence of your prospective customer you desire to get.

It is the Confidence your customer has in you that leads him or her to purchase an article that you may draw to his or her attention.

Your customers are going to advertise your business for you, if you see that Quality Products only are sent them.

On the other hand, a poor article sent to a particular customer, and your customers are all particular more or less, means Loss of Confidence, Loss of Trade, and having your business advertised as not being just as it should be.

If you wish to retain the Confidence and Trade of your customers and have them speak of you and your business as you and your business should be spoken of

Stock Products Combining Quality with Profit.

MacLAREN'S IMPERIAL PRODUCTS

Have the Confidence of Your Customers—Be Wise—Sell Them

IF YOUR JOBBER CANNOT SUPPLY YOU, SEND US YOUR ORDER

MANUFACTURED AND GUARANTEED PURE BY

MacLaren Imperial Cheese Company, Limited

MANUFACTURERS AND IMPORTERS GROCERS' SPECIALTIES

TORONTO

CANADA