

LOOK UP

YOUR STOCK OF
SALT AND DO NOT
LET IT GET TOO
LOW.

—
VERRET, STEWART & CO.
LIMITED
MONTREAL

Your Customers

look to you for ideas for des-
sert, especially when apples
are scarce.

Have you suggested pies
made from

**WETHEY'S
MINCE MEAT?**

(IN SANITARY CARTONS)

You have them. If not, get
some quickly from your job-
ber and **PUSH IT, IT WILL
PAY YOU.**

J. H. Wethey, Limited
ST. CATHARINES, - ONTARIO

**The Canadian Dealer Reads His Trade
Paper for the News it Contains—**

And advertising is news. It is news about his own business--
about the goods he sells--and therefore he reads the ad-
vertisements.

If his trade paper were not a **reputable, an authoritative,** trade
paper, he would not be influenced greatly by what he reads.
But he is influenced in his buying by reading the advertise-
ments in **THE CANADIAN GROCER.**