

WRITE TO

Verret, Stewart & Co.
Limited
Montreal

for information and
advice about

SALT

There is no one
so well qualified
to help you.

Your Customers Know—

AND WILL BUY

**WETHEY'S
MINCE MEAT**

IN ANY FORM

because they are acquainted with
our quality and cleanly methods.

ARE YOU HANDLING IT?

We have condensed mince meat
in cartons—also ready for use
in enamelled cans and pails—
also in wooden pails and tubs.
We have mince meat to just suit
your trade—no matter what it
may be.

WRITE US.

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

The Grocer gets from its Readers a
Degree of Attention—a Quality of
Interest—that is Most Unusual :: ::

Not long ago a certain article was advertised in this
paper, and several others simultaneously.

We questioned the advisability of using The Grocer,
because we believed that the trade in which we circulate
did not offer a very good field for the article in question.
The manufacturer, however, was satisfied to make the
trial, so the advertisement was inserted.

The Grocer brought better returns than any of the
other mediums used.

Why?

It was not because the other papers have not good
circulation. They have. And it was not because they
are not read. They are read.

The difference in pulling power between The Grocer
and these papers is due to the difference in the quality
of interest that each gets from its readers.

Thousands of good dealers save many times the sub-
scription price by studying this paper closely every week.
They give it a degree of attention—a quality of interest
—that is most unusual.

That is why The Grocer, with a comparatively small
number of readers, who could be considered probable
buyers, brought better returns than the other papers that
should logically be much better mediums for this particu-
lar proposition.