

Mr. Grocer, why don't you sell more Mince Meat? We believe it is because you haven't told the housewife enough about Heinz Mince Meat.

She naturally *lacks confidence* in any commercially-prepared mince meat.

Then why don't you—Mr. Grocer—*explain to her* the difference between Heinz Mince Meat and the kinds usually sold?

Why don't you tell her of the Heinz Pure Food Institution? Why don't you describe to her its clean model kitchens, sand scoured and flushed with water *regularly*, to keep every corner sweet and spotless?

Tell her of the cleanly, uniformed work people who guard the purity and quality of all Heinz products.

Every housewife would *want to eat* Heinz Mince Meat if she could see it made. Every detail of its making is open to inspection, and thousands of visitors *do* see it made every year.

Tell her that we use selected apples—ripe, juicy, and tart; that we wash, pare and core them—taking out every bruise and speck.

Tell her of the luscious Valencia raisins—every one seeded; that our currants, too, are the finest imported and thoroughly washed.

Then you know we get choice cuts of fresh beef every day. And clean, whole knob kidney suet—snow-white and wholesome.

These things, with the finest candied fruits and peels and Heinz-ground pure spices, impart to Heinz Mince Meat its wonderful flavor—delicious—*incomparable*. And it is as *pure* and *wholesome* as the finest home-made product *can* be.

The particular housewife will appreciate your telling her these things because you can save her the trouble of home mince-meat making; and she'll appreciate, too, the fact that you actually pay more in order to give her more quality for her money—in all Heinz 57 Varieties.

Heinz Mince Meat, as you know, is sold in glass jars, in stone crocks—in Heinz Improved Tins, also by the pound from bulk packages. In selling it by the pound you will, of course, always tell your customer that the flavor will be even better if it is allowed to simmer slowly fifteen minutes before using.

And tell your customer that every pound and every package really constitutes a trial sample, because she can return it to you and receive full purchase price if it fails to please her.



Heinz Plum Pudding

Heinz Plum Pudding is a luxury of luxuries—rich, light, digestible. Big, juicy raisins and currants, seeded and washed, rare spices and candied fruits—every good thing that goes to make a plum pudding good—goes into Heinz Plum Pudding.

Other Heinz good things for the Holiday table are: Heinz Tomato Soup, Cranberry Sauce, Preserves, Jellies, Sweet Pickles, Chili Sauce, East Indian Chutney, Euchred Figs, etc., etc.

H. J. Heinz Co.—57 Varieties

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