

The Difference

between good currants and poor currants is immense.

High sounding names (most of them fictitious) mean nothing, and are too often applied to low grade or rain damaged fruit, cleaned up to look good, but which can never **taste** good.

We advertise to let the grocers of Canada know that they can be sure of getting good, sound, hygienically cleaned currants in all the different grades and growths **by demanding** that the cases bear the name of "**MEYER.**"

We have found that it pays to advertise our currants because they are good and true and honest. It pays because we know that if you buy them once you will buy them always, and better still for you, **you will sell more.**

If you **insist**, any jobber can supply you with "Meyer's" Currants. The largest importers sell them and will be pleased to do so.

W. Meyer & Co., Patras and Hamburg