

**SURE!**

to be right

**SALT**

Order from

**Verret, Stewart & Co.**  
Limited  
Montreal

**MR. GROCER,**

Are you stocking the mince meat that can be sold ALL SUMMER as well as ALL WINTER?

ASK YOUR JOBBER FOR

**WETHEY'S  
Condensed  
Mince Meat**

Wrapped in sanitary packages.

Absolutely dust-proof.

3 dozen to a case.

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

**"We have been advertising in The Canadian Grocer for a number of years, but never realized the good work you are doing—**

—until last fall, when the writer took a business trip through the Northwest and British Columbia."

The above paragraph is taken from a letter written by the manager of a well-known Hamilton firm. Formerly he was inclined to judge all advertising according to the *direct* returns it produced. Now he realizes that such returns are merely incidental to the real value of most advertising. In further reference to his western trip he says:

"Your paper seemed to be well thought of by the retail grocers, and many of them, especially in Vancouver and Victoria, took the trouble to mention that they had seen our goods advertised in The Grocer.

"This was appreciated by us, as it is rather difficult to know just what class of advertising is giving us results. However, we are now satisfied that your paper is an excellent medium for any manufacturer to use who wants to talk business to the wholesale or retail grocer of Canada."