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The Evolution of SNAP

And what it means to the Retail Grocer

SNAP started out by being good for one thing. People are still finding out new uses for it every day. Some grocers say they are amazed at the different classes of people who buy it.

YOU remember what Old Gorgon Graham said about the packing industry — "When I started, it was all plain sailing—just turning hog into hog meat, dry salt and sugar cured. But when we get through with a hog nowadays, he's scattered through a hundred different cans and packages and he's all accounted for but the squeal." And it may happen that the phonograph company will get up a record entitled "A Day On The Farm," and then even the hog's squeal will have a money value.

It's the same way with SNAP.

It started out as a hand cleaner—and was sold mostly to mechanics, machinists, engineers, firemen and other men whose work made their hands grimy and greasy.

CHAUFFEURS found that SNAP was the best thing out for cleaning their hands after cleaning a car. Owners of automobiles, who drove their own cars, followed the chauffeurs' example and became large users of SNAP.

WIVES began to notice that their husbands' hands were soft and smooth despite dirty work, and asked the reason.

"WE USE SNAP," was the reply.

THEN, these clever women put on their thinking caps and reasoned, "If SNAP will keep men's hands soft and smooth and free of stains, it is just what we women need for our hands after housecleaning." And it was.

THEY used SNAP after peeling potatoes and at preserving time and saw that SNAP removed the stains of fruits and vegetables. Then they tried it on their good Aluminum ware and found that it made the aluminum shine like silver. They got to using SNAP on pots, pans, kettles, steel knives and forks and earthenware. They found out that bathtubs, taps, marble, tiling, oil-cloth and linoleum and stained hardwood floors took on a new brightness when cleaned with SNAP. Now, these housewives are buying thousands of tins of SNAP from the grocers of Canada.

DENTISTS say SNAP is the only thing that cleans false teeth, and recommend it to their patients. Doctors use SNAP because it is antiseptic. Men, who take care of their own furnaces, find SNAP indispensable. The Boy Scouts are old friends of SNAP. And the Canadian troops are using SNAP to clean up after drills and route marches.

So you see, SNAP is considerably more than a mere "hand cleaner."

You surely see how it has developed into an all-the-year-round seller.

DEMONSTRATE the possibilities of SNAP to your customers—explain its multitude of uses—make up an occasional window display, with handsome cards and hangers which we will send you.

SNAP is a money-maker for grocers.

SNAP COMPANY, Limited
Montreal

