

## The Wants of Women—Study Them

**MR. GROCER!** You may invest more money in your business; you may advertise the best lines of staple groceries on earth; you may know your trade from beginning to end; but—unless you know and study the wants of women—your business acumen will avail you nothing in the struggle for commercial supremacy. Women, consciously or no, dictate the policy of the business world, and no merchant is great or powerful enough to ignore their decision. Now, sir! since these facts are indisputable, and since the women of Canada have almost unanimously declared that

# OLD HOMESTEAD BRAND

of **Canned Goods** is peerless—beyond compare—surely you owe it to yourself to stock and talk the brand which clinches both reputation and profit. No brand of Canned Goods on the market can do more for you than **Old Homestead**. That much we are positive about. But the particular and economical housewives of Canada are just as positive that

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is so much superior to the next best brand of Canned Goods that there is no comparison. And there are strong reasons for their belief. All the goodness of succulent fruit and fresh vegetables is retained in **Old Homestead Brand**. The name stands for surety of purity and that palate-pleasing, appetizing flavor which has made the brand famous.

IT PAYS TO STOCK THE BEST

## The Old Homestead Canning Co.

PICTON, ONTARIO