

WRITE TO

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

for information and  
advice about

# SALT

There is no one  
so well qualified  
to help you.

Your Customers Know—

AND WILL BUY

# WETHEY'S MINCE MEAT

IN ANY FORM

because they are acquainted with  
our quality and cleanly methods.

**ARE YOU HANDLING IT?**

We have condensed mince meat  
in cartons—also ready for use  
in enamelled cans and pails—  
also in wooden pails and tubs.  
We have mince meat to just suit  
your trade—no matter what it  
may be.

WRITE US.

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

## A Merchant seldom discontinues his subscription to The Canadian Grocer unless he goes out of business

For over a year the editor of *The Grocer* has been furnished regularly with a list of dealers cancelling their subscriptions. And he has made a point of finding out exactly why they did so.

There were not many of them, but even one cancellation means a loss of thousands of dollars to the annual purchasing power behind this paper.

It means also—where the merchant in question continues in business—that he has not found the paper worth \$2 a year. And that to the editor is a serious proposition.

In 95 per cent. of cases the cancellations come from dealers going out of business.

In the few other cases we discovered that the paper was not being read. After giving actual instances to show that good merchants in every section of Canada save many times the subscription price every year by studying our market quotations and general reading matter closely we generally got a renewal order.

In this space two weeks ago we pointed out that *The Grocer* has for some time made a net circulation gain of over 100 a month. Last week, for instance, the net increase was 27; the week before 26; the week before that 24, and the week ending Nov. 26 it ran up to 31. Figuring the annual purchases of each one of these merchants at only \$10,000, there has been an increase in the annual buying power behind this paper of over \$1,000,000 a month.

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