

**YOUR WINTER
STOCK OF
SALT**

of all kinds!
Is it secured?
If not, write

Verret, Stewart & Co.
Limited
Montreal

THERE IS MORE

**WETHEY'S
Condensed Mince Meat**

(IN CARTONS)

per capita, used in St. Catharines, where the goods are manufactured, than any other point in Canada.

The Reason is plain

Our locally well-known sanitary methods, together with the equally well-known quality of our ingredients, cannot help but invite the patronage of the good people of St. Catharines.

What About Your Trade?

3 doz. to a case. All jobbers.

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

If you were a manufacturer of wooden shingles would you advertise in The Canadian Grocer?

The chances are you would not, and you'll be surprised to know that such a manufacturer did use space in this paper and got excellent results.

Because of this, we do not argue that ordinarily The Grocer would be a good advertising medium for this particular purpose, but the incident serves to emphasize an important point—the thoroughness of our circulation.

Only a very small number of general stores in all of Canada could possibly be interested in handling wooden shingles, yet The Grocer sought them out and established communication at once between buyer and seller.

The advertisement quoted specific price inducements, and that accounts for the direct results obtained.

The space used was only one-inch single column, on a page with eight other advertisements. And this emphasizes another important point—the thoroughness with which The Grocer is read.

In justice to ourselves, we wish to say that when the shingle advertisement came in we withheld it until assured by the manufacturer that he had good reasons for believing The Grocer a suitable medium.

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