

Please accept our sincere thanks for the past year's valued patronage, and let us say that we wish you a most healthful and prosperous New Year.

VERRET, STEWART & CO., Limited
MONTREAL

WATTS & WATTS
MINCEMEAT

ASK YOU HANDLING IT?

THE HIGHEST QUALITY OF MEAT IS GUARANTEED BY THE WATTS & WATTS COMPANY. THE WATTS & WATTS COMPANY IS THE ONLY COMPANY IN CANADA THAT HAS BEEN AWARDED THE GOLD MEDAL BY THE ROYAL CANADIAN MOUNTED POLICE.

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

A United States Manufacturer Spending \$1,000,000 a year on Advertising

recently placed an order with The Canadian Grocer amounting to about \$500—the first order he ever gave to a trade paper.

This manufacturer said:—"I am convinced that the Canadian dealer is different."

He found the majority of grocers in Canada to be men of independent spirit—not mere shop machines, but real merchants capable of great

big things. I found my country grocers—men whose independence of spirit and initiative assist—and a manufacturer can have in marketing his product.

The independent and enterprising spirit of the Canadian Grocer was one of the reasons why I found that the Canadian dealer is different. The independent spirit of the Canadian Grocer is the reason why I find that the Canadian dealer is different.