

Labour Day Gone
means Fall in sight

Your

SALT

Stock

What of it?

Verret, Stewart & Co.

Limited

Montreal

MR. GROCER,

Are you stocking the mince meat
that can be sold ALL SUMMER as
well as ALL WINTER?

ASK YOUR JOBBER FOR

**WETHEY'S
Condensed
Mince Meat**

Wrapped in sanitary packages.

Absolutely dust-proof.

3 dozen to a case.

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

**The Advertising Manager of what is Probably
the Largest Firm in Canada Manufacturing a
Grocery Line Writes as Follows: : : : :**

"At a time when no salesman could hope to see him the dealer eagerly reads trade news, profit news, news of price changes. And advertising is news. So he reads the advertising too. If he doesn't, then the advertiser is at fault. The Grocer introduces you to its readers—it's now up to you to plead your own case.

"Do the merchants read the ads? Well our salesmen report many references to our copy in the course of interviews. Prospects called on for the first time seem familiar with our selling points. Some have adopted suggestions made. This saves selling time, does part of the salesman's work, interests the buyer before he has been called on, makes him impervious to Cheap-Johns because he is a 'knowing' retailer.

"We have received inquiries from British Columbia, from the West Indies even, Prince Edward Island, Newfoundland, Ontario, Quebec, and Canadian parts remote. This is the reach of The Grocer. And it goes where it wouldn't pay a salesman to go unless he were sure of an order.

"Once we had a little booklet for retail distribution. Casually and meekly we mentioned it in The Grocer without the foreknowledge of our own agents throughout the Dominion. Immediately our agencies asked for supplies to meet the demand of the readers of The Grocer. And letters came, and postals came for a month after that issue from people we had never heard of before. Sure, The Grocer knew a lot of people we didn't know and a lot of people knew The Grocer who didn't know us, or, somehow, didn't know us exactly as we wanted them to know us.

"Eight thousand interviews 52 times a year for \$800. Yes, I consider it an investment of the gilt-edged type.

"But you must stay with it. It is like every other advertising—no place for a quitter. It's a year or nothing. It is even more important than consumer advertising—it secures distribution, without which a moderate general appropriation brings in nothing but bills. And, you know, scratch a retailer and you find a hundred families."