

Cheese Salt

For Cheese is what the authorities are advising. Low grade, ordinary cheap Salt is now known to be poor value, and anything but economical. Let us quote you laid-down prices for genuine Cheese Salt.

Verret, Stewart Co.,
LIMITED
Montreal

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

The Grocer gets from its Readers a Degree of Attention—a Quality of Interest—that is Most Unusual :: ::

Not long ago a certain article was advertised in this paper, and several others simultaneously.

We questioned the advisability of using The Grocer, because we believed that the trade in which we circulate did not offer a very good field for the article in question. The manufacturer, however, was satisfied to make the trial, so the advertisement was inserted.

The Grocer brought better returns than any of the other mediums used.

Why?

It was not because the other papers have not good circulation. They have. And it was not because they are not read. They are read.

The difference in pulling power between The Grocer and these papers is due to the difference in the quality of interest that each gets from its readers.

Thousands of good dealers save many times the subscription price by studying this paper closely every week. They give it a degree of attention—a quality of interest—that is most unusual.

That is why The Grocer, with a comparatively small number of readers who could be considered probable buyers, brought better returns than the other papers that should logically be much better mediums for this particular proposition.

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