

COARSE SALT

CAR LOTS

We can ship same day
order is received.

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 clean 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

Manufacturers of Store Appliance traced \$3,000 worth of business to one year's advertising in *The Canadian Grocer*

The concern in question were rather skeptical when first approached by our representative, and considerable time and several calls were required to persuade them to make a test of the paper.

Finally it was decided that a quarter page be used regularly, and considerable care was given to the preparation of copy, which was accompanied in every instance by a good illustration.

Only one or two inquiries for prices and other information had been received after the fourth insertion, and the advertisers told us they were very much disappointed.

Like many other concerns, they had a strong disinclination to spend money on anything so intangible as advertising, but, strange to say, when they did start, they expected it to perform feats of magic.

It seems that nearly every new advertiser has to pass through the stage, first of skepticism, then of

extravagant expectation, followed by disappointment, before he settles down to regard advertising as a sane, sensible help to the sale of his goods, none the less effective because it seldom actually sells goods.

If advertising would do all that some new advertisers expect of it, *The Canadian Grocer*, instead of charging \$4.32 per insertion of a quarter page, on yearly contract, would raise its rate to at least ten times that figure.

The firm referred to above went on advertising throughout the year. Inquiries received averaged less than two per insertion, but they were followed up carefully, and besides this, every traveler was impressed with the fact that the advertising was steadily building up an interest throughout the trade that he should take full advantage of.

To make a long story short, about \$3,000 worth of business was traced directly to the advertising in *The Grocer*. And this really represented a small part of the total benefit received.