

Winter roads are at their best for hauling SALT.

Don't you want a carload—Coarse and Fine? Laid down prices gladly submitted.

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 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 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 demands 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.

C

Montreal: 70

VOL. X

F

T

“

EL

53