"MEN ARE FOOLS," SAYS WIDOW



HARRISBURG, JAN. 25th 1915

## Concerning Your Grocer and the Beech-Nut Delicacies

EVERYBODY in Harrisburg has heard of the Beech-Nut Delicacies. So have
the people of the whole state of Pennsylvania and of every other state in the Union.

Wherever you go nowadays-in the big cities, in the small towns or in obscure villages, you find people familiar with the Beec Nut reputation and Beech-Nut methods.

You will not find a body of men anywhere who are more deeply convinced than the grocers of America that Beech-Nut Delicacies are as fine as human skill can make them.

## The Public Appreciation of Beech-Nut Delicacy and Flavor

It is agreed by grocers and housekeepers alike, and conceded by everybody, that for purity, for delicacy and flavor, the products of the Beech-Nut Company stand alone.

Whose fault is it then if there are some people in this city who have been deprived of a chance to taste the Beech-Nut Delicacies of a chance to taste the Beech-Nut Delicacies
to critically examine and compare them with the ordinary products of commerce?

For there are many Beech-Nut Delicacies besides Beech-Nut Bacon that you would like to know about and be glad to try.

You will be surprised to know that $\alpha$ certain class of grocer is to blame. And the eculiar reaso he gives for his pathetic an mpractical mistake is, that Beech-Nut Deli cacies are too good for his trade. Taking it for granted that their quality standards are fixed on inferior goods, and that it is no use to offer them Beech-Nut.

This, mind you, when we are living in an age of advancement. When the tendency everywhere is rapidly and strongly towards a higher standard of quality, especially in those things which contribute to the comforts and pleasures of life.

## The Growing Store Should Progress with the Advanced Standards of Public Taste

And where is there a nother nation in which there is a stronger desire among the people for good food than here in the United tes?
You never hear an American housewife accused of stinting her husband and children in their meals. She is regarded everywhere as an ideal provider. She is so discriminating so lavish in her expenditures for the thing so lavish in her expenditures for the things
she places upon her table, that strangers who have observed her generosity criticise her for spoiling her family.

But the women of this country have been trained from infancy to appreciate the good things of life. They are noted for the nicety and superiority of their taste. They have
always been animated with a deep-rooted desire for the best of everything

It Is Un-American for Any Man to Set Limits on the Aspirations of the American People Toward Better Living
Even the workingmen of our land demand better food and a greater variety of it than many of the titled aristocracy of Europe.

For the wage earners of America are leading the world in the amount of cash to their credit

They have loaned the savings banks $\$ 4,727,403,950$; to the savings departments of national banks, trust companies and other banks, over $\$ 2,000,000,000$ more-a total of Seven Billion Dollars.

This represents cash savings alone. It is the greatest accumulation of savings ever put together by a nation of wage ever put together by a nation of wage
earners - and goes far to show why the American people are the most discriminating in the world. They can well afford to be.

Go to a Good Grocer-a Grocer Who Encourages His Customers in Their Desire for the Best
The trouble with the indifferent type of grocer is that he allows his ideas of his customers to be bred in an atmosphere of distrust and fostered by a small coterie not at all representative of the community.

You will find it quite otherwise with the Beech-Nut Grocer. In all the good grocery stores of this city you will find Beech-Nut Delicacies displayed on counters, in show windows-out where everybody can see and examine them, and not held in reserve for $a$ few favorite customers.

When a woman shows interest in BeechNut Delicacies the grocer does not say to her that she is prompted by a too ambitious motive and should cast it aside and be satisfied with something inferior.

It is of no consequence to the Beech-Nut Grocer whether the customer be a learned or an unlearned woman. He knows no distinction. He finds it politic as well as polite tinction. He finds it pointic as well as polite co respect the judgment of everyone whe
come the store. He provides his customers with the finest he can get. He never tomers with the inest he can get.
thinks the best is too good for them.

That is why Beech-Nut Grocers have the full confidence of their customers and they have his.

And that is why we are determined never to offer for sale any article under the Beech Nut label until we are satisfied that it is
better than any similar article made.

BEECH-NUT PACKING COMPANY CANAJOHARIE, N. Y.



