



PROFITS

There are 16 ounces to a pound. If you give more you rob yourself, if you give less you rob the customer.

Can you actually measure out one hundred 4-oz. packages from a twenty-five pound pail? You're a marvel if you can. In actually selling you do not—you either cheat yourself or your customer, because every time you give overweight you give the customer the profit on the sale, and every time you give underweight you create a suspicious customer.

It pays to be accurate, and an ounce here and an ounce there are such trifles that they do not seem to matter, but it is just these odd ounces that make the difference between success and failure.

It costs more to turn out package goods. We have to pay for and stock labels, cartons, cases, etc., and if you can make more selling bulk goods and give your customers a "Square Deal" at the same time, we should be able to do the same thing. But, we know we can build up a better and bigger business by selling packages, because WE ARE DOING IT.

In considering whether you should or should not handle packages, the most important thing to bear in mind is "Profit." Packages give you an absolutely sure "Profit," and the consumer gets what she pays for—no more, no less. There is no guess-work—no spilling and no spoiling when the packages bear the cut of the WHITE SWAN and the Government Warranty for your protection and the consumer's guarantee as to purity.

The package saves your time and your money, is a labor-saving device and a silent salesman—bulk goods are neither.

We can put the packages up cheaper than you can, because we have the equipment for so doing. We stand the loss in overweight and WHITE SWAN Labels make an attractive display on your shelves. There is no question but that packages create repeat orders, because when a customer buys a package, she knows she got what she paid for, and got it in a sanitary container, and you know the value in having customers impressed with the fact that you are "on the level" and give a "Square Deal."

You pay for every ounce you buy—get paid for every ounce you sell.

We know our goods and want none but satisfied customers. Your money back if any White Swan goods are found unsatisfactory in any way.

White Swan Spices and Cereals, Limited
TORONTO, CANADA