

ROCK SALT

Lump Rock Salt for Cattle
Crushed Rock Salt for
Refrigeration.

Verret, Stewart & Co., Limited

SALT SELLERS

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MONTREAL

Personal Salesmanship of the Dealer is Necessary If the Manufacturer is to Get the Best Results

A manufacturer may advertise a table delicacy extensively to the general public; and every dealer may stock that article; yet every dealer would have dozens of customers who would not ask for it; they would possibly consider it an extravagance — something beyond their means.

In order to get the widest distribution of his product the manufacturer must bring the **salesmanship of the dealer** to bear on the situation. This alone can overcome any prejudice in the mind of the consumer.

This **Personal Salesmanship** of the dealer has practically alone built up the business of many manufacturers. It is the most powerful agent the manufacturer can enlist in his service.

The dealer's attention can best be secured through the business paper he reads every week. That is why advertising in *The Canadian Grocer* has proved a splendid **business-builder** for so many large firms.