

Assuredly the best
brands of

SALT

from purest brine.
Made by most
up-to-date methods.

SOLD BY

Verret, Stewart & Co.

LIMITED

MONTREAL

F. T. Harkness (Dist)
511 Union Bk Bldg

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 First Step in the Distribution of Goods is to Get Them ON the Dealer's Shelves; the next

step is to get them OFF. To try to get
them OFF before you get them ON is
contrary to sound business principles.

Once the goods of a manufacturer have
secured a place on the dealer's shelves, the
more assistance that manufacturer can
render the dealer in getting them into the
homes of consumers, the greater will
be the ultimate results. The Canadian
retail dealer is a salesman capable of both
creating demand for worthy goods and
increasing the demand for staples. That's

why his interest in a particular article is a
valuable asset to the manufacturer of that
article.

It has been proven by many manufacturers
that one of the best methods for obtaining
the dealer's interest is talking to him regu-
larly through his trade paper—the paper
out of which he makes **HARD CASH** and
the one on which he can rely.

The Canadian Grocer is such a paper.
Would you like absolute proof of this?