



To The - - -
**Retail
Trade**

IN Canada, as elsewhere, trade is being perfectly systematized ; and, as a consequence, manufacturers are now confining their business almost entirely to the legitimate wholesale and jobbing trade, which is in constant touch and communication with retailers.

It is also noticeable that retailers are wisely concentrating their business accounts with wholesale houses that are fully alive to modern retail wants and interests.

Our popular proprietary articles,

**PAINE'S CELERY COMPOUND,
DIAMOND DYES, LACTATED FOOD and
W. R. & CO.'S IMPROVED BUTTER COLOR,**

so long before the public, are now handled by every wholesaler and jobber, from whom they can be bought at old prices.

Our vastly increased trade last year with the wholesale and jobbing houses in Canada proves conclusively that business is now running in its proper channels. Noting with pleasure the growing tendency of retail dealers to place orders with some chosen wholesale house, we have almost entirely withdrawn our travellers from the road, satisfied that the business interests of the retail trade will in no way suffer, as far as our products are concerned.

As usual, retailers who require advertising matter for any special line of our goods will have the same sent to them charges paid.

In accordance with the above, we beg to announce that after this date we will pay freight only on jobbing quantities.

Yours very truly,

Wells & Richardson Co.

Montreal, January 1st, 1895.