

THE CANADIAN GROCER

BE HONEST WITH YOUR CUSTOMERS.



GIVE your customers a sound and pure article at a fair and just price.

Do not deceive by selling them the just as good product in place of the standard product of quality, just because the inferior product may show you a little larger initial profit.

Your customers demand quality (or value) and are willing to pay for it, so why risk your reputation, your customers' goodwill and confidence by recommending a product which you know to be inferior, when they demand the quality product?

Maybe you have wondered why so and so's trade with you has not been as large as usual. Just pause a moment and consider that it may be the result of your not being honest with them.

If a small number of your trade demand the inferior product, do not endeavor to persuade the better and the larger number of your customers to believe that it is just as good as the quality product, but rather persuade the smaller number to buy the best, which will allow them more value for their money, and show you a better profit in the long run.

Quality products talk and sell themselves; be honest with yourself and customers by selling the products which you can honestly say are the best without the fear of having them prove unsatisfactory to your customers.



MACONOCHIE'S QUALITY PRODUCTS

PICKLES, SAUCES, FISH, PEELS, MARMALADE, JAMS AND BLOATER PASTE.
YOUR JOBBER HAS THEM--YOU SHOULD HAVE THEM.