

YOU PROBABLY
NEED

SALT

A CAR OR TWO THIS FALL!

Why not order now?

WE HAVE BEST ASSORTMENT,
BEST BRANDS!

WRITE

Verret, Stewart & Co.
Limited
Montreal

MR. GROCER,

Are you stocking the mince meat
that can be sold ALL SUMMER as
well as ALL WINTER?

ASK YOUR JOBBER FOR

**WETHEY'S
Condensed
Mince Meat**

Wrapped in sanitary packages.

Absolutely dust-proof.

3 dozen to a case.

J. H. Wethey, Limited
ST. CATHARINES, - ONTARIO

"It seems incredible that manufacturers should ignore the dealer as a valuable selling force, yet many of them do so."

The advertising manager of The Grocer happened into the office of a large firm with a national distribution, just as the manager finished reading our announcement that the Fall Number would be devoted to "The Selling Power of the Dealer." The above was his first remark regarding it.

He went on: "This is something that interests me greatly. There was a time when I held the same views as some other manufacturers do to-day. I believed that the dealer should be considered merely as a distributor and his profit fixed accordingly; that I should rely on the demand I was able to create among consumers.

"Then I began to study the real science of business-building as applied to my particular busi-

ness. I soon found that I was getting only a fraction of the *possible* demand for my goods, and that what I did get was costing me more than it should. Yet I was doing good business and making money, just the same as others are doing now under similar conditions, who give scant consideration to the dealer and believe that their selling system is the correct one.

"I changed my plans so as to allow the dealer a fair profit, though not an extravagant one, and then earnestly and persistently sought his co-operation.

"I do not exaggerate when I say that for every \$100 it has cost me to get the dealer interested I have got back \$1,000."