

Salt Satisfaction

is our Guarantee.

Let us send you
lowest laid-down
car-lot prices.

VERRET, STEWART CO.

LIMITED

MONTREAL

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

“I like your paper all the more, because in every issue you advocate dealers handling quality goods.”

This was a statement made not long ago to THE CANADIAN GROCER by one of Canada's big manufacturers. He makes *quality* goods and has kept telling the dealer about it through THE GROCER for many years. He freely admits that the dealer has long since recognized his product as a *standard* in its particular line. Yet, lest the dealer should forget, and because

he is anxious to interest the new grocer starting in business, he continues to talk quality.

In his opinion his talks are at one time or another utilized by the dealer in *selling* his article, and by using them the dealer's salesmanship powers are considerably developed; and at the same time he becomes more interested in his (the manufacturer's) goods.