

Let us send
you quotations
for your fall
supply of

SALT

Verret, Stewart & Co.
Limited
Montreal

The up-to-date grocer who
finds apples short im-
mediately puts

WETHEY'S
Condensed Mince Meat

(IN CARTONS)

prominently before his trade.

What about yourself?

All jobbers.

3 doz. to a case.

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

The Grocer will award Nine Medals for the best examples of "Constructive Salesmanship" furnished

by merchants or their clerks during the next six months.

Class A.—Open to merchants or clerks in villages or towns up to 2,500 population. 1st, solid gold medal; 2nd, silver medal; 3rd, bronze medal.

Class B.—Open to merchants or clerks in towns and cities between 2,500 and 20,000 population. 1st, solid gold medal; 2nd, silver medal; 3rd, bronze medal.

Class C.—Open to merchants and clerks in cities over 20,000 population. 1st, solid gold medal; 2nd, silver medal; 3rd, bronze medal.

The competition will close May 1, 1911. The decision will rest with a committee comprising the editors of nine of the Maclean trade newspapers.

The ability of a merchant to sell depends upon many things—buying methods, display, advertising

in its various forms, store equipment, recommendation of goods, telephone service, etc.

Everything that has a bearing upon the building up of a profitable business is "Constructive Salesmanship," for salesmanship is the essence of all business. Even buying comes under that heading, because a merchant always buys with the sale in mind.

We want actual methods by which dealers have introduced new goods, broadened the scope of demand for others, and in a general way increased their turn-over and profits by the exercise of their selling power.

No contestant will be judged on his ability to write an article about his experiences. What we want is all the facts—good, hard facts. Where they come to us minus literary style, we'll do our best to furnish the letter.