

“Just how does this Bacon Sell other lines?”

The Dealer was Asked

HIS answer, as reported in Nov. 5th issue of Canadian Grocer (page 136) reads in part as follows:

When a Grocer pleases his trade with a certain line of goods it provides a good selling argument for other articles.

“It is essential to dealer’s success to create confidence between his clientele and himself. I carry one particular line of bacon, because I believe it is a

top-quality line—I think it is the best that can be bought. It is in keeping with my endeavor to handle only high-grade goods. My trade is well pleased with it. In short, I stock and push certain articles for which I myself will vouch as to quality and genuine satisfaction.”

This Dealer has proved that handling a high class line of smoked meats increases general sales. The bacon he sells is

Swift’s Premium

“Experiences teaches!” Why not profit by this merchant’s experience? Order:

Swift’s Premium Hams and Bacon

Through our Salesman, or direct

**Swift Canadian Co.
Limited**

