

## 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

**“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 business. 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.”