

# Storekeepers

who cater to a country trade must keep

# Salt

to suit their customers.

## A MEDIUM GRAIN SALT

is what farmers require. We sell it.

**The Canada Salt Association**

CLINTON, ONTARIO

# BROOMS . . .

**BROOMS**

OUR BRANDS :

Imperial      Gold Medal      Victoria  
Bamboo Carpet      Standard      Leader

A variety of sizes in each line.      Give us a trial order.  
Freight allowed to Ontario points in 5 doz. lots.

**CHAS. BOECKH & SONS**  
Manufacturers.      TORONTO, ONT.

Every Hotel and Restaurant needs

## JOHNSTON'S

# Fluid Beef Cordial

IN 20-oz. BOTTLES

Have you got some to supply the demand?

MAKES THE BEST BEEF TEA. . . . ALWAYS SATISFIES.

**THE JOHNSTON FLUID BEEF CO.      MONTREAL.**

## Holds a Higher Award for Merit . . .

than any other brand.



# Our New Pot

... TO RETAIL AT

**10 CENTS**

Is a quick seller.  
For sale by all wholesale grocers.

## The Selling of Canned Meats

Is an important branch of the grocery business. It is profitable or otherwise, according as the grocer handles the right kind or not. Canned meats which are constantly being sent back or exchanged are not only a loss directly, but indirectly they are harmful to a grocer's business—a detriment to his good name.

Canned meats put up under the "Helmet" brand are recognized as the finest product of their kind. Grocers everywhere find a constantly growing demand for them. They give profit to the grocer, pleasure to the customer, satisfaction to both. They sell well because they are prepared well.

If your jobber does not handle these goods, write to

**J. L. WATT & SCOTT, Montreal**  
**JAMES HAYWOOD, Toronto**

or address

**Armour Packing Co.**

Kansas City, U.S.A.