

Please let us
hear from you
when you want

SALT

or any informa-
tion about it.

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

The Retail Dealer is a Salesman Representing the Manufacturer Whose Goods He Handles

And upon his personal qualifications, his business ability, his knowledge of the goods, the profit he secures and upon his estimation of the reliability of the manufacturer he represents, depends the success of the MANUFACTURER as well as of himself.

The ultimate object of every manufacturer of a food-stuff is, therefore, not merely to sell his product to the dealer, but to GET the dealer to SELL it to the con-

sumer. In order to obtain the best results it is necessary to get the dealer interested to the point that he WILL sell the article in question.

When a manufacturer advertises in The Canadian Grocer he tells the dealer about his goods, thereby giving him a better knowledge of them and therefore giving him more power to make sales.