

We congratulate you on your resolve to start a variety store, because we believe you will find your capital will earn you better rewards in this business than will be possible in any other.

While it is our rule to send our catalogue only to merchants in business, we are sending a copy to you because you can't start right in the variety business without this book. We ask that you treat it in confidence and that if you change your mind about starting in business you will in justice to our merchant customers destroy it.

This catalogue names net prices on everything a variety store sells, and is the book from which practically all variety merchants buy the bulk of their goods.

We are also sending you a copy of our book 'The Variety Business.' This book tells just how other men have made a success in this business, and it will pay you to read it from cover to cover.

If you have not as yet found a suitable opening perhaps our Location Bureau can help you. If you wish us to try, please fill out the enclosed blank and send it to us by return mail.

If it is convenient for you to come into Montreal you would find it a great help to go through the goods with one of our expert salesmen, who will help you in choosing your opening stock and in laying out your store. By all means see our Model Variety Store if you can. Please be sure to call for me personally when you come in.

Please feel we are at your service in any way we can assist you, both in getting started and after your store is launched.