

CEREAL PRODUCTS ISSUE

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Window of Peebles, Hobson & Co., Hamilton, Ontario, which won the first prize in Canadian Grocer's Easter Window Display Contest last year on selling points.

Are your goods in this window or under the counter?

THE retailer can get behind your lines and swell your sales, displaying your goods in his windows, etc., or he can let them gather dust, forgotten under his counter. He displays and pushes the goods he is interested in and has confidence in. Canadian Grocer is the show window through which you can interest the live, progressive grocers of Canada.

If there are reasons for the retail trade displaying and pushing the sale of your goods, tell them so. They want to know. The effective and economical way of reaching them is through Canadian Grocer, the paper they read.