

## A Straight Talk from the Manager



*Keep your  
eye on  
the live  
ones*

**Y**OU can always learn something from the hustler. It is stimulating to see him get out after business. You catch some of his enthusiasm, and you go after business harder yourself.

Besides the hustler always has the facts at his fingers' ends. That is what makes his hustling effective.

You will find the hustlers hustling in the advertising pages of Canadian Grocer. Just to read their this week's messages will ginger you up enough to carry you through a week of high-temperature weather. At the same time you will gather enough selling facts to improve your salesmanship with every customer you encounter.

Canadian Grocer advertisements are salesmen's hot weather helps. Just try out some of their suggestions *this week*.

THE MANAGER.