



MONEY LOST

By neglect many are losing money every day. Your Cash goes to the Merchants, from them to the Wholesale Merchants, from them to the Manufacturers. The Manufacturers give a discount for Cash, the Wholesale Merchants give a discount for Cash, and the Retail Merchants give you a discount for Cash when they give you One Blue Trading Stamp for every ten cents represented in your purchase.

Your Cash Keeps them all Going, even the Banks

The Merchants who give Blue Trading Stamps do not borrow money from the Banks and pay seven per cent. They prefer selling at

"Small Profits but Quick Returns"

thus getting all the money they require from their Customers and giving

their Customers and Not the Banks

the benefit of all the discounts they receive themselves.

Turning their Capital over twenty times a year at five per cent. is much better than once or even twice a year at forty per cent.

To secure justice to the Cash buyers, whether rich or poor, or their purchases large or small, no **SIMPLER, FAIRER** or **MORE POPULAR** system was ever devised.

Blue Trading Stamps are like Bank Bills—Transferable, Interchangeable, and good in all cities, no matter where issued, collected or presented. **NO GOODS SOLD.**



TORONTO—220 Yonge St. 'Phone 8225
BRANTFORD—148 Colborne St.
LONDON—206 Dundas St.
ST. CATHARINES—54 St. Paul St.
OTTAWA—Sun Life Building
KINGSTON—179 Wellington St.
BROCKVILLE—King St.
WOODSTOCK—Opera House Block
BELLEVILLE, HAMILTON, PETERBORO'

Dominion
Trading Stamp Co.

HEAD OFFICE: 220 Yonge St.

'Phone 8225

TORONTO