

92 HOW TO WRITE BUSINESS LETTERS

Our reason for making this request is that we want you and your salesmen to get acquainted right at the outset with this new package.

Our sample crew will reach Sudbury within the next few days. Every sample we put out in your town will be a generous package—a good serving for a whole family. And each package will also contain a fresh sample of Kellogg's Toasted Wheat Biscuit, separately wrapped.

The BIG thing about Kellogg's WAXTITE seal is that it brings the flakes to you and your customer just as fresh, crisp and tender as when they leave our ovens. This is going to mean a LOT of new business and we want you to get YOUR SHARE of it.

Food Inspectors everywhere will endorse WAXTITE and the grocer who pushes it will gain a reputation for quality goods.

You will want a good stock of Corn Flakes and Toasted Wheat Biscuit on hand to cash in on the demand which is sure to follow the sampling. If you will fill in and mail the enclosed card, we will see that you are supplied through your jobber with a fresh lot of WAXTITE goods.

Beginning the 12th day of July, Burton's Long-wear Shoes will drop to the very bottom. There is no need of giving a long list of prices, for I would still have to show you the facts.

At this season of the year there are many people that want to buy either for the Summer or the Winter. Being mid-season, I realize that some real inducement must be made to move the goods. I am not going to hold back anything in the line of footwear; women's, misses', child's, men's and boys' high and low cut, good and bad, all go this time.

Now, even if you don't live in town, it will pay you to make a special trip direct to Burton's Store, 29 High Street, Midway, the best store in the Province for good people, and durable, stylish footwear.