

A Magazine Seller

Mr. Bookseller, no matter how well your magazines are displayed nor how attractive they appear, you are bound to lose a number of sales, unless you can show your patrons what the month's periodicals contain of special interest to them. It is not to your interest to have your customers buy magazines at random. Show them a list of articles right in their line and you will sell two publications where you formerly sold one.

The Busy Man's Magazine gives a classified index of what the other magazines contain. May Busy Man's gives the contents of the other May magazines. Articles of the most technical nature, as well as those of general interest, are included in this index. You see the importance therefore of having Busy Man's in stock and having every customer examine this department. It means to you increased magazine sales, and to your patrons, getting exactly what they want.

Each issue of Busy Man's contains also a strong list of original articles of interest to every Canadian. It is fully returnable, retails at twenty cents, leaving you a margin of six cents, a profit equal to the sale of two or three of the other magazines. If you haven't it on hand return the attached coupon.

_____ 1908.

BUSY MAN'S MAGAZINE,
Toronto.

Kindly forward through the _____ News
Company _____ copies of *The Busy Man's Magazine* each month,
on a fully returnable basis.

Name _____

Address _____
