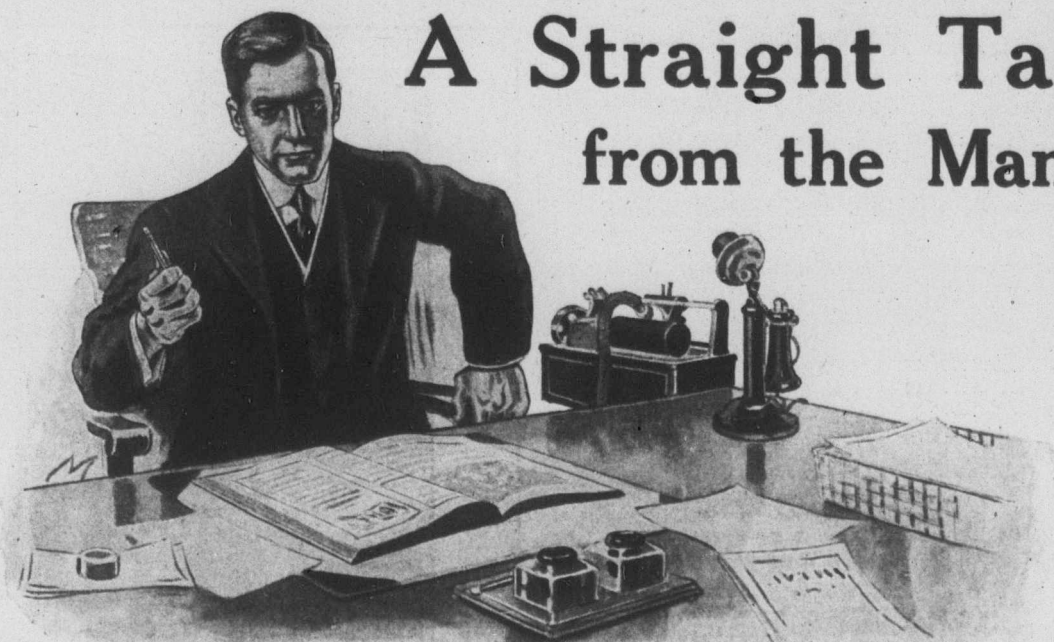


A Straight Talk from the Manager



Train Your Clerks to Read the Advertisements

ONE day last week one of our Editors visited a retail store in Western Ontario, and watched a clerk lose six sales in the course of half an hour.

¶ That clerk was not efficient, and indeed, there are few salesmen in any line whose efficiency cannot be increased, under proper direction.

¶ Your store will make more money for you if you will get your clerks into the habit of reading Canadian Grocer news and advertising pages every week. They will pick up many hints on how to sell the goods you have in stock, or to book orders for goods that you can secure by express or fast freight, with the minimum of delay.

¶ The clerk who studies Canadian Grocer regularly will rapidly acquire a knowledge of salesmanship and goods he has to sell which will make him a more valuable man to you, and it is no disparagement of the Editorial pages, to say that the advertisements will give him some of his most profitable lessons.