

# The Big Annual Spring Sales Number OF THE CANADIAN GROCER

is beginning to take shape. For months our editors have been on the still hunt for the right sort of material.

Actual instances of Creative Salesmanship,  
Interesting Old Customers in New Goods,  
Attracting the Public through the Window,  
How some of the best Salesmen among the Retail Grocers secure  
their results.

Each year we have raised the standard of these articles. Each year we have received more congratulations from our readers. Each year our annual Spring Sales Number has become

**MORE PRACTICAL  
MORE LOOKED-FORWARD-TO  
MORE APPRECIATED**

by the retail grocers and their clerks throughout Canada.

**April 18th—Date of Publication this Year—April 18th**

Every Manufacturer should have his announcement in this issue.

Every retailer will be expecting it.

Here is your opportunity to speed up your Spring trade, by enthusing the retail grocers and their clerks, priming them with your selling points, and getting most results from your whole sales organization by securing the hearty co-operation of the man behind the counter.

## **Use a Double Page Spread**

Show you have confidence in your goods and you will put confidence in the retailer who is recommending your goods to the customer.

Our advt. writing department will gladly assist in preparing copy for this issue. Drop us a line and we shall have a representative call with further particulars.

## **Canadian Grocer**

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**Toronto**

**Winnipeg**

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