

CANADIAN NATIONAL EXHIBITION

Aug. 24th. TORONTO Sept. 9th.

OFFICIAL OPENING

H.R.H. The Duke of Connaught

Monday, August 26th.

Imperial Cadet Review and Competitions.

Representation Corps from
Australia, New Zealand,
South Africa, England,
Scotland and the Provinces
of the Dominion.

Two Great Musical Attractions
Scots Guard Band. Besses O Th' Barn Band.

Both From England.

Wonderful Historical Sketch
SIEGE OF DELHI

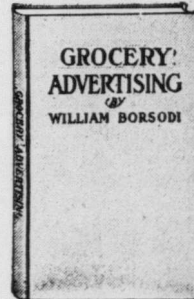
==== **IMPERIAL FIREWORKS** ====

60 Numbers Nightly

60 Numbers Nightly

Grocery Advertising has made Fortunes

for the retailer who has used the ads, published in this remarkable book. They are not clever nonsensical ads; nor are they fanciful freaks. The selling phrases and descriptive advertising matter in this book cover every article sold by the grocer in practical, profit-pulling language.



The book is divided into departments, making it a simple matter to prepare a good ad.

Grocery Advertising is a book you have been looking for—it gives you the fruits of nineteen years' practical advertising.

PRICE POSTPAID \$2.00

TECHNICAL BOOK DEPARTMENT
MacLean Pub. Co., 143-149 University Ave., Toronto

ADS AND SALES

By HERBERT N. CASSON

A Study of Advertising and Selling from the
Standpoint of the New Principles
of Scientific Management

Something in it for Every Advertiser, Advertising Manager,
Corporation, Salesman, Sales Manager, American
Business Man.

CONTENTS

Chapter	Chapter
I. Can the Principles of Efficiency be Applied to Sales?	VII. The Principles of Efficiency Applied to Advertising
II. Efficient Salesmanship	VIII. The Building of an Advertisement
III. A Sales Campaign—How to Start It	IX. An Analysis of Current Advertising
IV. Face to Face Salesmanship	X. The Future of Advertising
V. The Evolution of Advertising	XI. Public Opinion
VI. The Weak Side of Advertising	XII. The Professional Outsider

PRICE, \$2.00 NET

Postage, 13 cents additional

TECHNICAL BOOK DEPARTMENT

MacLean Publishing Co.,
143-149 University Avenue, Toronto