

“All hands together and everybody lift.”

Is a good motto at an old-fashioned barn-raising or for the staff of the most up-to-date retail grocery store.

It is suggested by the postscript from Mr. Theo. Legault's letter in last week's Grocery.

“We had great pleasure in studying last week's Canadian Grocer (Fall Number), all hands, clerks, etc., reading it up with much interest.”

You can read much between the lines here; a fine store spirit—all hands, clerks, etc., reading it up with much interest. It wasn't the latest baseball news they were after, but the latest news on what the best grocers in Canada were doing. They didn't pick it up with the languid interest of a casual or monthly reader, but like men who knew what they wanted, where they could find it, and set about “reading it up.”

When you send in your advertising copy next time bear in mind the clerks in Mr. Legault's store, and many more of the kind who will be “reading up” what you have to tell them.

This is the kind of reader that gives a paper class. They are not made in a day, a month, or a year. They are the friends won by years of faithful and timely service. They are the kind of readers who make a paper valuable to its advertisers. They are the kind of readers you want for customers. You can reach them more directly, more effectively, and more cheaply through Canadian Grocer than by any other means.