

A Worth-While Christmas Present For Your Clerks

Of course you will desire to remember your clerks in some practical way at Christmas. What more practical gift could you make them, than a year's subscription to Canadian Grocer? Every grocery clerk who desires to advance himself in his chosen work, will appreciate such a gift, and it will be a weekly reminder of your thoughtfulness throughout the year.

WINDOW DRESSING.

During the course of the year Canadian Grocer publishes dozens of timely window displays on a larger scale than any other grocery paper. The articles accompanying the illustrations assist the window trimmer to make his windows one of the grocer's best selling assets.

CARD WRITING.

A new series of lessons on Modern Show Card Lettering and Designing begins in the first issue. These lessons contain solid, practical, common-sense instruction. Neat show cards and price tickets increase sales.

SALESMANSHIP.

Articles on Salesmanship are written specially to help clerks increase their sales. They are written in an interesting style and will increase the enthusiasm of the staff.

On receipt of your instructions, we will send an appropriate Christmas card to the recipients of your kindness, telling them that you have instructed us to send them Canadian Grocer for a year as a Christmas Gift.

Sign and mail the coupon to-day, so we will have time to start the gift with the Christmas issue.

Christmas Gift Subscription Coupon

CANADIAN GROCER
143-153 University Ave., Toronto

Gentlemen:

I ^{enclose} _{will send} Dollars, for which please enter yearly subscription for the following:

Name.....Name.....Name.....

Address.....Address.....

Donor's Name.....

Address.....