

THE CENTURY SAMPLER AND PRICER.

The Greatest Invention of the Century

In the interest of the Retail Dress Goods Department.

ADVANTAGES

1. It is inexpensive.
2. It is practically indestructible.
3. It is both a Sample Holder and a Price Marker.
4. As a price ticket it is cheaper and more convenient than any on the market. Tickets can be removed and replaced without handling the goods.
5. Instead of being an expense it proves a source of revenue in the saving of both time and goods.
6. The sampler is always at hand without having to look through a box of samples, which requires time, and it advertises to customer that the store has samples to give on request.
7. The sample comes forth in good condition without having been crushed or stretched as when inserted with yard-stick.
8. Sample is always out of sight and no notch in the end of goods to suggest to customer that she might get out by asking for a sample to "show to her blind sister," or some equally poor excuse.
9. For "slow-moving" goods, a ticket differing in color from the regular ticket is a constant reminder to salesmen that "this piece" is to have special attention, and the change in ticket is quickly and conveniently made without removing the goods. Any plain paper can be used for ticket, or, if desired, we furnish tickets at about the cost of paper.

DIRECTIONS

Cut a strip an inch or an inch and a quarter wide the full width of the goods.

Fold one end of this sample into loops about 4 or 5 inches long (just short enough to fit into the box part of holder) leaving the other end free and long enough to pass forward and up through the first hole and down through the other; then forward, leaving just enough of the sample exposed to catch and pull forth when needed.

In placing the sample in holder, the long loose end should lie under, allowing the ends of loops to rest against the shoulder in box part, thus assuring its retention in box until the last end is used.

In clipping sample, pull forth the length needed and clip close to the holder.

In filling mail sample orders, you can go through the stock and clip samples without taking goods from the shelf.

Price ticket can be placed and removed without removing goods from the shelf.

Exclusive Sale for all Canada.

JOHN MACDONALD & CO.

Toronto.