

RETAILERS

HAVE you ever figured out the return on \$2 invested in a year's subscription to THE CANADIAN GROCER? No? Well, here's the way to figure it. We will suppose you read it regularly and carefully every week. The first week you see an item stating that John Jones & Co. are making a cut on canned goods; you wire for five cases—lowest saving on each case 10 cents—total profit 50 cents; cost pointer, 3½ cents. Next week you read that the Sultana raisin market opened at a higher price than a year ago; you raise prices on stock on hand and make a profit at the very least of \$5—cost of pointer, 3½ cents. The third week you read that molasses will go higher and you promptly order a supply. Sure enough up it goes. You make \$25 out of an item that cost you 3½ cents. Here now is a total saving of \$30.50 on an investment of 10½ cents. Seems too good to be true, doesn't it? Still hundreds and hundreds of our subscribers can testify that the above is correct. Better invest right away if you have not already done so.

ADVERTISERS

DO you know how to advertise? We mean, to advertise legitimately, scientifically and intelligently? Very few people do. Experience is, of course, the best teacher; lacking this, you must take the experience of advertisers who spend from \$1,000 to \$200,000 each year. No one can say, in the face of such enormous outlays, that it does not pay. Lots of money is thrown away, but it should not be charged to advertising account, but to inexperience. The largest advertisers in THE CANADIAN GROCER started with the smallest space. To get a return you must look after your advertisement, change it every week, tell your probable buyer something that will interest him, not about yourself but about your goods, make your space so interesting, full of information, new goods and bargains, that he will look for it every week, and your year's advertising will be paid for in three months' time, or less. We sell you the space, and we hold the ears of your probable buyers. Have you noticed that within the last two years we have doubled the advertising on THE CANADIAN GROCER? Do you know why? It is because we now have the circulation and the attention of the best buyers in every city, town and village in Canada. We have worked hard and spent money freely in securing this circulation.