## THE CANADIAN GROCER



That successful Doctors read all the lates That successful Doctors read all the latest medical books and papers and go abroad occasionally to study. Successful lawyers read legal publications to learn the latest legal decisions and points constantly crop-ping up. Teachers, clergymen, druggists, architects, all read the publication issued in the interests of their profession. They must do so to keep up with the times.

The same applies to grocers and general merchants. They must not only read the best papers published in their interests but must also watch the advertisements closely. must also watch the advertisements closely. There they learn the rise and fall in prices; latest trade news and methods of buying, handling and selling goods, so that they may make the greatest profit. A doctor reads much that he already knows, so does a lawyer. So does a number of any of the other professions. So will a merchant. It is often the issue of the paper he misses that is worth dollars to him. His best and safest policy, therefore, is to subscribe for his policy, therefore, is to subscribe for his trade paper.

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