



## SATISFY THE BUYER



Fast practice in selling is poor policy. It does not pay to say colors match which conflict; to say that black is fast which runs; to send anyone out of your store with a purchase he will regret to-morrow.

Make the buyer go home with the idea that he has just what he wanted. There is no advertisement so lasting, so wide-reaching, so sure to grow in value, as the satisfied customer.

This has been our policy for forty-five years: And the customers of those days are our customers to-day for that reason.

We sell service as well as goods.



**LAPORTE, MARTIN, LIMITÉE**  
584 St. Paul St. West

Montreal



## "Found" Business

**T**HERE'S a world of difference between business you have to **make** and business that "just comes." While you need to use selling effort to dispose of many of the goods in your store—here's a widely-advertised line that practically sells itself. The mere display of

### MENNEN'S TALCUMS

in your store is sufficient to effect sales. Mennen's Talcums require no pushing. The already created demand and the extensive advertising now going on, coupled with the sight of the goods themselves on your counter, are enough to sell these popular lines without any trouble on your part. Why not take advantage of the present advertising and make Mennen's Talcums a profitable line?

*Here are the different varieties: Borated Talcum, Violet Talcum, Flesh Tint Talcum, Sen Yang Talcum, Narangia Talcum and Talcum for Men.*

**Made in Canada by Gerhard Mennen  
Chemical Co., Montreal, Que.**

**Selling Agents: Harold F. Ritchie & Co., Ltd.  
TORONTO**

Stopping an advertisement to save money is like stopping a clock to save time. Advertising is an insurance policy against forgetfulness—it compels people to think of you.—  
*Galveston News.*