

# The Condensed Advertisement

## A Small Instrument with a Remarkable Power

- ¶ The story of condensed advertising is one of the most fascinating in all the history of publicity. The condensed ad. has placed within the reach of the man of small means a way of access to all the best results that modern advertising can achieve.
- ¶ To booksellers and stationers the condensed ad. offers possibilities of business improvement that were undreamed of a few years ago.
- ¶ An expenditure of 50 cents will suffice to let a wide circle of possible buyers know that you have a surplus stock of goods to sell which are not, nor ever will be, marketable in your own locality.
- ¶ A condensed ad. in such a medium as THE BOOKSELLER AND STATIONER immediately places you in touch with hundreds of other dealers who may have what you want or may want what you have.

Read "The Power of the Condensed Ad." on page —.

## Special Offer to Our Subscribers

In order to develop our department of condensed advertising on a sufficiently large scale we offer to all subscribers to our paper

**3 — THREE FREE INSERTIONS — 3**

of any condensed advertisement they may desire. These ads. must be limited strictly to thirty words. Should more than three insertions be desired, a charge of one cent per word will be made for extra insertions.

**Bookseller and Stationer of Canada**  
**Montreal                      Toronto                      Winnipeg**