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## GIVE YOUR CLERKS THIS PRACTICAL CHRISTMAS GIFT

- ¶ Every grocer realizes that the success of his business depends largely upon the ability and enthusiasm of his store salesmen.
- ¶ Every step he takes in the direction of increasing the efficiency and loyalty of his staff, is a step towards larger sales and increased profits.
- ¶ The habit of remembering the sales staff at Christmas time, is a good one, and tends to develop a feeling of loyalty to the store. If the remembrance comes in the shape of a year's subscription to the Canadian Grocer, the dealer stands to benefit in cold cash, from the increased efficiency which will result from its weekly visits.
- ¶ Give each of your chief salesmen a year's subscription to Canada's Only Weekly Grocery Paper. They will be reminded of your thoughtfulness 52 times during the year—and they will give you better service because of what they learn from its pages.
- ¶ Write us now, giving the names of clerks whom you wish to remember in this way. We will advise them that the Canadian Grocer is being sent them, on your instructions, as a Christmas gift from you.

Address: Subscription Department

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