

Increase Your Magazine Sales

Are your magazine sales up to your expectations? Or do you return a number of copies each month? If you had the time to show your customers what each of the publications contained of special interest to them we venture to say your present sales would be greatly increased.

This is exactly what The Busy Man's Magazine will do. Its department, "Contents of Current Magazines," gives a classified list of the contents of every other periodical. This department will show your patrons what the June magazines contain of special importance to them. It will result in selling not only the magazines you have on hand, but will direct orders your way for publications you do not now carry. You will thus be able to build up an extensive magazine trade because each purchaser gets exactly what he wants, and it is the satisfied customer that comes back.

Then, too, the special Canadian articles in The June Busy Man's will create a large sale for this number. The magazine is fully returnable. The sale of a single copy nets you the equivalent of the sale of two or three other monthlies. See that you have it in stock. Return the attached coupon. Don't overlook mailing it TO-DAY.

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BUSY MAN'S MAGAZINE,
Toronto.

Kindly forward through News
Co. on a fully returnable basis copies of the
Busy Man's Magazine each month.

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