

# Busy Man's Is Your Best Salesman

Mr. Bookseller, every time you sell a copy of the Busy Man's Magazine you are also increasing the sale of your other Magazines. That's rather peculiar, isn't it ?

This is the way we figure it out. Each issue of Busy Man's contains in the department, Contents of Magazines, a classified list of what appears in all other magazines. A reader of Busy Man's can see at a glance a list of the articles of special interest to him and purchases the magazines containing these from his dealer. This is proven by the numerous letters we receive telling the value of the department to our readers.

It will pay you, then, to have the Busy Man's in your magazine display. When a customer inquires what good things are in the magazines of the month direct his attention to the special department in Busy Man's. This will show him the very articles which interest him and thus create a sale for your periodicals.

The February number of Busy Man's will add to the artistic appearance of your magazine counter. See that you have it in stock. It's bound to be a ready seller and your commission makes it well worth your while.

Order from your news company on a fully returnable basis.

**The Busy Man's Magazine**  
Toronto