

# What The Canadian Demands for his dollar is **SERVICE**

Mrs. Housewife---Yes, Mr. Business Man too---Let's

**LOOK AT** the **FACTS** As They Really Are---

What Service Does the Peddler Render to You for Your Dollar  
as compared to the **Business Man?**

## THE PEDDLER OR DOOR BELL RINGER OFFERS



In almost every instance---you buy from small size sample swatches or pictures---and trust to luck, after waiting days---sometimes weeks---that your purchase **IF Received**, will prove satisfactory.

Sometimes thru high-pressure-methods you are induced to pay a **CASH DEPOSIT**, on an order of this bootleg-merchandise, later finding financial conditions do not permit you to complete the contract---Who Loses? **Do You Get Back Your Cash Deposit???**

You are induced to buy in excess of your needs---thru a cleverly prepared sales talk, on a **saving of small consequence** to be made thru ordering in quantity lots. The amount of the immediate cash deposit seems small and you are tricked into a larger purchase. Many times "**Something Free**" is offered you as **BAIT** to secure your larger order.

The Peddlers, with their unknown merchandise---questionable bargains and unethical methods of selling can well be classed as **bootleggers of merchandise**. Every time you turn over a dollar to a door-to-door canvasser you are speculating on the return you will get for your money. Have you ever stopped to **THINK** of the possibility of these Peddlers as carriers of **DIRT** or **DISEASE**?

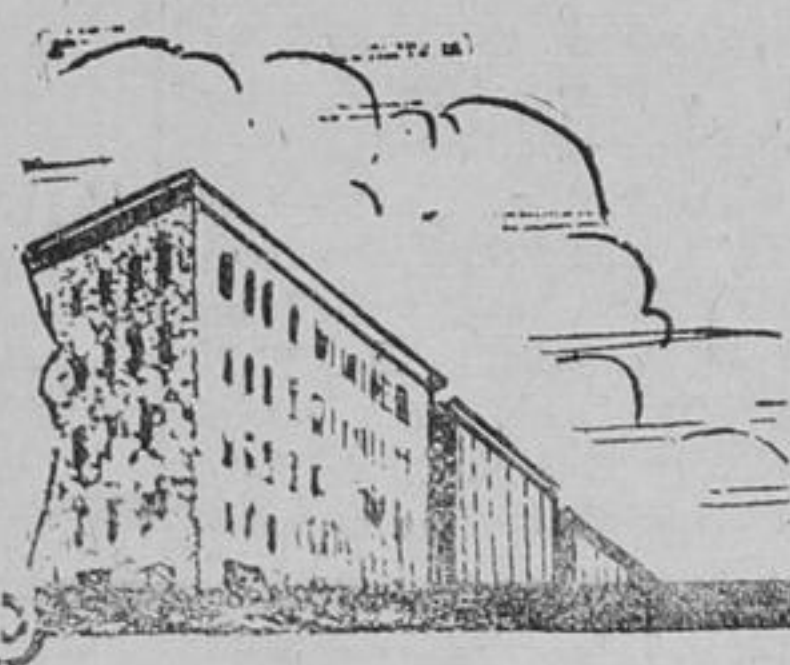
Yes Even In The Busy Office Will Be Found The **Persistent Pest** who infringes on the employer's time. Haven't you had one of those breezy salesmen breeze into your office---and ask for a few minutes of your employer's time (only not always in such a polite manner)---and then he proceeds to high pressure you into an order---and in many cases you place an order to rid yourself of the **Pest**. This class of Professional Peddler is a slicker and can talk himself into a sale by making indefinite promises as to deliveries on orders, as well as to exaggerate, without any effort the quality of the article he is selling. You see him **Only** today.

**Your Merchant Offers You** merchandise---which you can examine at the time of purchase---yes, you can **TAKE IT WITH YOU NOW**-- Why **WAIT**? ---There is no room for uncertainty. And after you get home and should you find your purchase not exactly what you expected you can exchange it with your merchant, and you are **NOT** required to wait ten days or two weeks. He has **his stock** of goods in **Your City** for **immediate SERVICE**.



Your Merchant can not afford to oversell you thru high pressure methods---because he is depending upon you for your future patronage. He expects to stay. The peddler may never see you again---in fact in many cases **he hopes he won't**.

Your Merchant offers his Personal Friendship and Acquaintance---which are factors in your business relation that can not be contracted with any **long distance manufacturer**.



**Play Safe** See What You Are Buying  
---beware of the Special Authorized Representative who tells you He is the **ONLY ONE** selling his line who is allowed to **collect in full the cash** on your order.

