

Merchants who Make Money!

The Trading Stamp System is no longer an experiment in business. Thousands of shopkeepers in all parts of New Zealand are using these Stamps, and, by their use, have solved the all-important problem of the day—

- (a). How to do a Successful Cash Business
- (b). How to meet successfully the competition of the Co-operative and Limited Liability Stores, with their big capital, monopolizing tendencies, and misleading values.

The System is based upon Sound Economic Principles. It gives the poor man and small consumer what his richer neighbour and large consumer has always enjoyed—a discount on his small purchases.

It teaches the habit of thrift, and the value of small savings.

The purchaser Buys Cheaper, the shopkeeper Sells Cheaper—he can afford to give TRADING STAMPS because they bring him Cash; he can buy for cash cheaper than for credit, he can, and does, sell cheaper for cash than for credit.

Call at any of our Show Rooms and see our Goods. If you think they are worth having for nothing

BUY WHERE YOU SEE THIS SIGN

AND

Ask for Trading Stamps.



Stamp Albums and directions Free at any of our **SHOWROOMS** or

- WELLINGTON** - 15, Willis Street.
- CHRISTCHURCH** - 155, Colombo Street.
- DUNEDIN** - 80, George Street.
- NEW PLYMOUTH** - Devon Street.
- NAPIER** - Emerson Street.
- WANGANUI** - Victoria Avenue.

AGENCIES

- TIMARU.**
- OAMARU.**
- ASHBURTON.**
- COROMANDEL.**
- THAMES.**
- WHANGAREI.**

Head Office for New Zealand:

THE TRADING STAMP CO.,
No. 7, Victoria St. East, Auckland.