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READY FOR BUSINESS.



YES, WE are ready for business. We have had some trouble getting this little paper on a workable basis but everything is arranged and we are now going to settle down to work.



The work we have cut out for ourselves has never been done by a Canadian. We enter a field where there is no competition; but across that field are the scattered and whitening bones of those who have perished in their foolhardy attempt to live in the thin air which hangs like a curtain over that field. In other words, there have been Canadian advertising journals before, but no one knows the grave thereof. But we had some good Canadian money—legal tender, not "green stuff"—and we thought we could spend it in no better way than by founding

a journal which would be a credit to the advertising profession and an inculcator of proper ideas on advertising. The June issue of this journal, though late in appearing, has received much praise and a few dollar subscriptions. We are thankful for both.

Advertising is a modern method; an essential to commerce. It denotes an enterprising state of trade, wherein men are using the greater education of the age in improving business methods. It is intellectuality applied to business. It brings together the person who has something to sell and the person who wishes to buy something. Space is destroyed by it. It saves much breath for him who must needs tell the people that he can supply their wants. It is economy applied to the selling of goods, for there is no cheaper way of bringing together those who have commodities to exchange.

This is the art which we desire to expound, and we desire to prove ourselves fit for the task which we have undertaken. We desire to make no idle boast as to what we intend to do, but rather to be judged only by what we accomplish. If this paper is useful to the reader, let him pay his subscription and we shall attempt to do the rest. We hope that our columns will always be filled with pithy, useful and seasonable matter, and that the advertising public will never regret our advent, or a subscriber his investment.