

We Will Pay \$1,200

For 1,000 New Full Year Subscriptions to THE CANADIAN HORTICULTURIST

READ THIS GREAT SUBSCRIPTION OFFER

THE CANADIAN HORTICULTURIST will pay \$1,200 (One Thousand Two Hundred Dollars) to any person who, between July, 1906, and July, 1907, obtains 1,000 **new** subscriptions for the paper for a full year at \$1.00 a year each. Or, we will pay the same sum to any person who obtains 2,000 new subscriptions through the formation of clubs. This is, possibly, the greatest bona fide subscription offer ever made by a Canadian paper. **It means that we will allow \$200.00 more than the full sum realized for 1,000 subscriptions to any person who obtains that number of new readers for the paper.**

In making this offer we desire to take our readers into our confidence. To do this we will have to give you some inside information concerning the publishing business. Here it is. A paper must have a considerable circulation or it cannot exist. Circulation, of the right kind, is the most valuable asset it can obtain. With a large circulation the yearly revenue from subscriptions is increased proportionately. As the circulation increases, the rates charged for advertising can be advanced. The revenue from advertisements generally amounts to much more than is obtained from subscriptions. **The extra revenue thus obtained through having a large circulation makes up for any loss that may be incurred in obtaining the circulation in the first place.**

Publishers know this. For this reason, when establishing a paper they are willing to spend large sums of money to obtain circulation. This money is spent in various ways, such as by sending out paid canvassers, by offering premiums for clubs of new subscriptions, or by distributing thousands of sample copies of their paper. Without doing it openly, they almost invariably spend much more money the first few years obtaining new subscriptions than they realize from the subscriptions. In doing this they count on the great majority of new subscribers remaining subscribers for many years. They know they will make a profit out of these subscriptions in future years. **They know, also, as already pointed out, that they are increasing the cash value of their paper and their opportunities to obtain a larger revenue from their advertisements.**

It is because of these facts that THE CANADIAN HORTICULTURIST has decided, instead of following the beaten paths, to make a circulation offer never before made. Here it is:

OUR GREAT SUBSCRIPTION OFFER

THE CANADIAN HORTICULTURIST will pay the following sums to any person in any part of Canada who will any time during the coming year, ending August 1, 1907, obtain the number of new subscriptions mentioned:

\$1,200 for	1,000	NEW	subscriptions at	\$1.00	a year each
\$ 850 for	750	"	"	"	"
\$ 500 for	500	"	"	"	"

As canvassers who set to work on these offers send in their subscriptions, we will pay them a liberal commission. When they have secured 500, 750 or 1,000 new subscriptions, as the case may be, we will pay them the full sum due them. In this way they will not have to wait until they complete their list before they receive most of their money.

OUR ONLY CONDITIONS

are these: All subscriptions must be **new** and they must be obtained at the full subscription price of \$1 a year (except where they are obtained at our reduced club rates, particulars of which will be furnished on request). **Renewal subscriptions by other members of the family or by people living in the house, will not be counted as new.** The money received from these subscriptions must be paid into our office before we allow the canvasser any cash returns. We reserve the right to investigate the basis on which any or all subscriptions have been obtained. **If we secure proof that a canvasser has accepted subscriptions at less than our regular subscription rates, has sent in renewal subscriptions as new ones under disguised names, or has promised to make rebates on the price of subscriptions, then such canvasser forfeits all right to any cash returns for his work. We agree to allow a liberal commission to every person who obtains any subscriptions but who fails to secure enough to qualify for one of the large sums. This means that every person who sends us any new subscriptions will be well paid for their work. You can't lose.**

AN EASY TASK

It should not be hard to obtain new subscriptions for THE CANADIAN HORTICULTURIST. **It is the only paper in Canada that is devoted to amateur flower growing and to fruit and vegetable growing.** It is the official organ of many horticultural societies, and of the British Columbia and Ontario and Quebec Fruit Growers' Associations, and of the Ontario Vegetable Growers' Association. These organizations subscribe for THE HORTICULTURIST for all their members. Two **new** members obtained for any of these bodies will be counted as equal to one new full year subscription to THE CANADIAN HORTICULTURIST at \$1.00 a year.

There are many towns and cities in Ontario where horticultural societies could be organized next fall and winter after a few days' work, with a membership of 70 to 200 each. A little work of this kind would soon bring big results.

If you live in British Columbia or Nova Scotia there is a great opportunity for you among the fruit growers of your own province. There are thousands of apple and vegetable growers in Ontario and Quebec, and of amateur flower growers in all cities who would gladly subscribe for THE CANADIAN HORTICULTURIST were they shown the paper and canvassed. A little careful planning, energy and push is all that is required to enable you to win this money. You might obtain \$500.00 by securing 500 new subscribers at \$1.00 a year by canvassing in your spare time and during your holidays.

WHAT THE OFFER MEANS

Just see what our offer means. You can easily canvass 20 people a day or 60 in three days. If you work only 300 days in the year, and only 10 people subscribe out of every 60 you see, which is slightly more than 3 a day, you will win the \$1,200.00 we offer. This is a great opportunity for men who are out on the road buying apples or selling nursery stock and farm seeds.

If you are interested write us. We will help you by sending sample copies of the paper, etc. Write NOW.

Remember you will be Paid Something for Every Subscription you Secure