

Building a Big Business in Canada

The Four Essentials—The Hard Things—The Well-Worn Way—"A Little Advertising in a Few Magazines"—A Yearly Expenditure of \$3000—\$5000.

THE way to great and lasting success in creating and holding demand for a product is well known and well worn—a way any maker of an article usable by the public can take:

1. The article must have positive merit;
2. It must be identifiable;
3. It must be readily obtainable;
4. It must be advertised.

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Making and marking the product are simple matters.

Getting retailers to stock it is more difficult, tedious and costly, requiring travellers.

Getting the public to want and ask for it is hardest of all, and calls for public advertising.

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Hundreds upon hundreds of the giant firms making nationally-known and nationally-consumed products began their upward career by doing "a little advertising in a few magazines," and extended their advertising as to

- Size of space used;
- List of media used;
- Frequency of insertions; and
- Intensive work

as their success made it possible.

But they began their publicity safely and soundly, by doing

"A little advertising in a few magazines."

* * *

The use of national magazines was and is the base line. This

is the well-known, well-tried, well-worn way; and it has the merit of economy.

Take the Canadian group of magazines listed below.

Their combined line rate is in the neighbourhood of \$2—or \$28 a single column inch. Their combined circulations exceed 325,000 copies.

A 100-line advertisement, using all the publications listed, will cost approximately \$200. \$3,000 to \$5,000 spent in them in the course of a year will give a manufacturer the publicity necessary to get his product known and asked for by the public and by the retail distributing trade as well.

* * *

Retailers will buy merchandise known to and wanted by their customers. Travellers get business more readily, more regularly and in larger volume when national advertising supports their canvasses.

Bear this in mind; 325,000 circulation in Canada is the equivalent of 6,450,000 in the United States. This circulation of 325,000 in Canada is tremendously big, penetrating and influential, and the group of magazines providing this circulation are a most attractive "buy."

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To create and hold demand in Canada; to accomplish the result surely, permanently and economically; and to build a big business, a manufacturer should start with

"A Little Advertising in a Few Magazines"

CANADIAN COURIER

CANADIAN HOME JOURNAL

CANADIAN FASHION QUARTERLIES

EVERYWOMAN'S WORLD

MACLEAN'S MAGAZINE

WORLD WIDE



5^c EVERYWHERE

WINTEES
A COMFORT AFTER MEALS

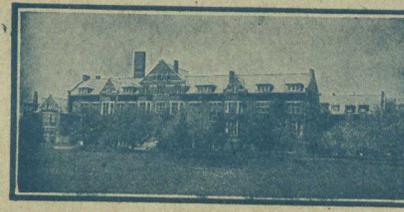
"ON EVERYBODY'S TONGUE"
A Delicious Wintergreen Confection
Other Flavors Are
MINTEES CLOVEES CINTEES

MADE IN CANADA BY
O-Pee-Chee Gum Co.
LONDON LIMITED CANADA

Examine Your Skin in Daylight

It is in daylight most people see you and it is by daylight you should examine your complexion. If you once had a good skin, its smoothness, clearness and softness can be restored. We have for twenty-five years successfully treated skin blemishes of all descriptions of a non-infectious nature. Those who cannot come to the Institute for treatment can order our preparations by mail and treat themselves at home. Princess Complexion Purifier, a wonderful preparation for clearing and beautifying, large bottle \$1.50 post paid to any address on receipt of price. Write for our catalogue S and price list giving descriptions of preparations. Orders sent carriage paid to any address.

Hiscott Institute, Limited
Established 1892. 62 S College St., Toronto.

St. Andrew's College
TORONTO
A CANADIAN SCHOOL FOR BOYS
UPPER AND LOWER SCHOOLS
Careful Oversight Thorough Instruction
Large Playing Fields Excellent Situation
Autumn Term Commences Sept. 12, 1917
REV. D. BRUCE MACDONALD, M.A., LL.D., HEADMASTER
Calendar sent on application

Post Card

PLACE TWO CENT STAMP HERE

KEEP THIS STUB
Subscriber Should
for Reference
BE SURE YOU WRITE YOUR
NAME AND ADDRESS PLAINLY
ON CARD BEFORE MAILING

The Courier Press Limited
181 Simcoe St.
Toronto, Ont.

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ISSUED BY THE COURIER PRESS LIMITED
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This card, if mailed immediately, entitles the Subscriber to One Year's Subscription to
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Duplicate subscriptions, verbal agreements and alterations void.
\$1.00 DECENNIAL BIRTHDAY OFFER 52 WEEKS \$1.00
No Subscription taken for more than 12 months.
Write Name and Address plainly to insure prompt delivery of Paper.

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Town _____ Prov _____
This Company guarantees this subscription as printed, absolutely no changes allowed. Returns are not permitted to fill in or omit this card.

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Toronto, Ont.

This Post Card Receipt Protects You From Fraud

The above cuts represent the front and back of our authorized subscription card. Subscribers are advised to order Canadian Courier only through agents who present this form of order and receipt for their signature. All others are frauds and should be treated as such. The publishers guarantee that Canadian Courier will be mailed for one year to any one ordering it on this form if the return card is mailed back to them.

The card should bear the same name and address as is given to the agent, and in case a change of address is required both old and new addresses should be given.