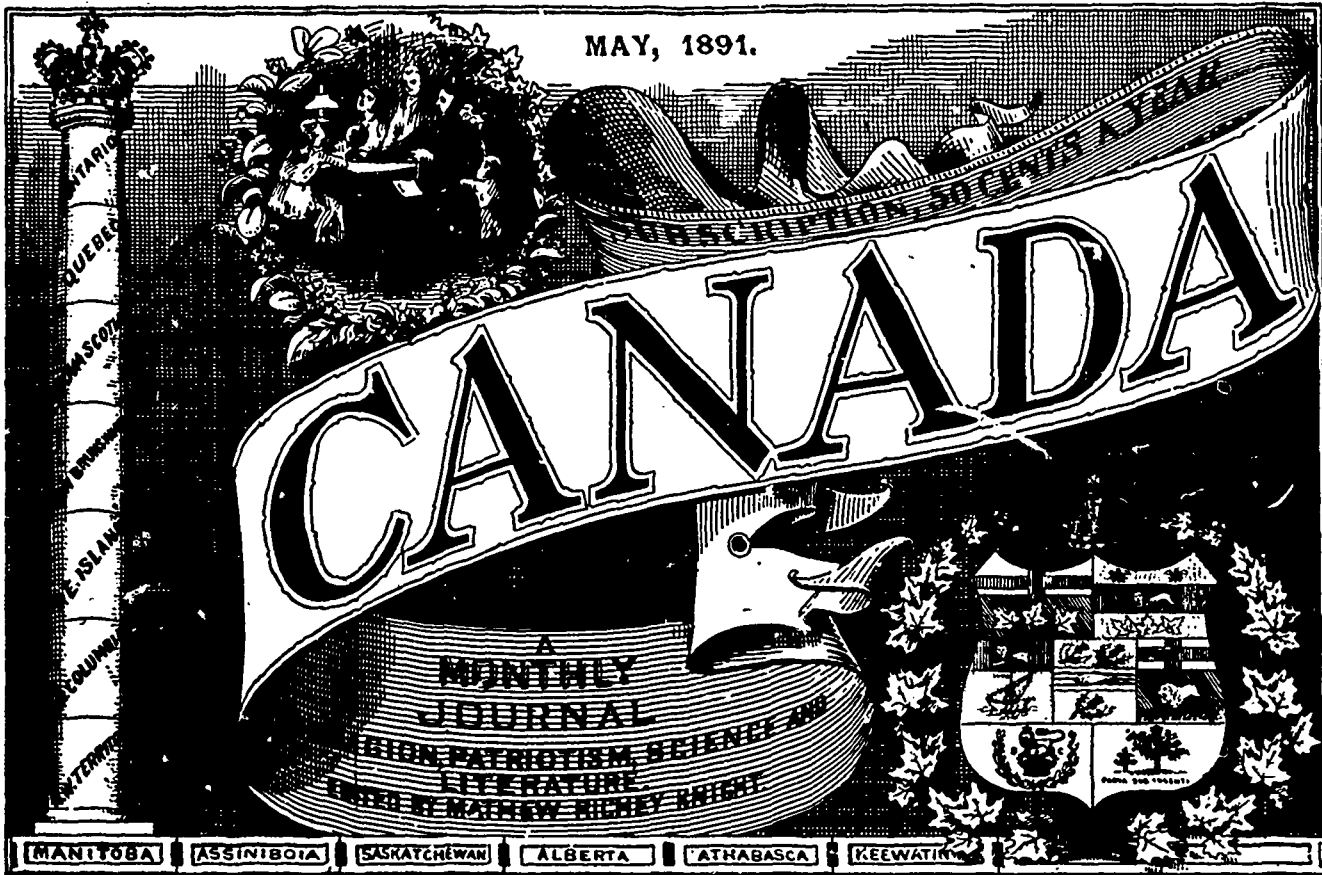


PRICE - - FIVE CENTS.

MAY, 1891.



**Facts and Suggestions.**

FOR certain classes of goods, such as medicines, patented articles, books and periodicals,—for a wholesale business,—for a business done largely by mail or express,—for a business which seeks its customers over a wide area, it is generally acknowledged that a monthly is the best of all advertising mediums.

Almost all advertisers want their advertisements to look well. They can secure this by advertising in several good monthly journals, which are printed on better paper than dailies or weeklies can afford to use. No advertisement shows well on poor paper.

A daily or a weekly paper is thrown aside or torn up as soon as read, but a monthly is preserved and referred to again and again. Advertisers should remember this.

The periodical which has the largest number of advertisements in it does not generally give the best results. There is such a thing as being lost in a crowd.

If you advertise in a periodical with a larger circulation, you pay more for it. It is a question whether you get as much more as you pay for. 50,000 people may be reached more effectually by five journals than by one at the same cost.

A very large circulation attracts the fancy of the unthinking advertiser but thoughtful men want to know something about the character of the circulation.

Sensational, trashy journals circulate largely, but as a rule, they do not reach buyers. Their readers expect to get something for nothing.

A high-class literary journal is the very best advertising medium for a really good article. Its readers insist that what is offered to them shall be up to the mark; if so, they patronise generously.

Honest, wide-awake advertisers who read carefully the above facts and suggestions will lose no time in securing space in "CANADA".

— NEW —

**POPULAR COMPETITION!**

**\$50 GIVEN AWAY!**

IT CLOSES SEPT. 1st '91

See advertising page facing page 60.

**ADVERTISING RATES.**

One page .....	\$20 00
One half page .....	11 00
One quarter page .....	6 00
One column, 3 columns to page .....	7 50
One half column .....	4 00
Small advt., per inch of 12 lines .....	1 00

Advertisements of less than one inch will be inserted at 10 cents per line; but no advt. will be charged less than 5 lines.

On contracts we allow the following discounts: on 3 insertions, 20 per cent.; on 6 insertions, 30 per cent.; on 9 insertions, 40 per cent.; and on 12 insertions, 50 per cent.

Preferred positions will be charged 25 per cent. extra.

Every order should state plainly the number of insertions. Transient advt. are payable strictly in advance. Contracts are payable quarterly. Remittances should be made by post office order or registered letter.

Address:—

**MATTHEW R. KNIGHT,**  
Benton, - - New Brunswick.

**BARAINS!**

The Cosmopolitan .....	\$2.40
CANADA .....	.50
We furnish both for .....	2.40
Stories of New France .....	1.50
CANADA .....	.50
We furnish both for .....	1.50
The Scottish Canadian .....	1.50
CANADA .....	.50
We furnish both for .....	1.50
The Methodist Magazine .....	2.00
CANADA .....	.50
We furnish both for .....	2.00
The Youth's Companion .....	1.75
CANADA .....	.50
We furnish both for .....	1.75
Grip .....	2.00
CANADA .....	.50
We furnish both for .....	2.00
The Land We Live In .....	1.00
CANADA .....	.50
We furnish both for .....	1.00
The Weekly Empire .....	1.00
CANADA .....	.50
We furnish both for .....	1.00
The Family Herald and Weekly Star ..	1.00
CANADA .....	.50
We furnish both for .....	1.00
The Week .....	3.00
CANADA .....	.50
We furnish both for .....	3.00

We can give a clubbing rate on many other periodicals on application. If you want any of the above, send the amount to the Publisher of this Journal.

NOVA-SCOTIA PRINTING COMPANY, HALIFAX.

**THE TORONTO NEWS CO., Wholesale Agents for Ontario, Quebec, and the North-West.**  
**KNIGHT & CO., Halifax, Wholesale Agents for Maritime Provinces.**