

On Advertising

Our Reliable Guarantee

Do you believe that a well known, highly respected public man is honest if he lends his name to a corporation of whose reliability he knows nothing? We feel that we are in a similar position of trust, and must investigate thoroughly every advertiser before allowing his message to go to our readers. Honest and dishonest advertising read much the same, you cannot tell which is which.

More than that—we believe that we must take full responsibility for the thoroughness of our investigation, so we publish in every copy of "Canadian Home Journal" our faith in our advertisers, and our absolute guarantee of satisfaction or money refunded. It is this plan adopted by the best merchants everywhere which has raised our merchandizing to a higher level.

Publication "House-Cleaning"

In years gone by, when advertising was not such a factor in business, when publications were not so careful, and the postal authorities investigate so closely, fortunes were made by fraudulent advertisers. The buyers suffered and the honest advertisers suffered, for who could tell good from bad. Advertising got a bad name which has cost us all very much. Perhaps you were stung, or some relative or friend.

The fate of advertising depended upon a "house-cleaning" by the publishers. Some cleaned thoroughly, most of them pretty well. To-day you can rely upon most of the advertising in any reputable publication, and you are absolutely safe when you read such a guarantee as ours. Forget the past, and give yourself and the honest advertiser the benefit of the new conditions. It means as much to you as to him, for it is the broad-minded, far-seeing, inventive

manufacturers who have made possible our better working appliances and our higher standard of living.

Who Gives Quality?

Who would naturally give quality—the manufacturer who has his name in big letters on every box, who takes full responsibility for his goods, or one whose goods are unknown from a dozen others?

Except for fraudulent advertisers, few, if any, make enough on first sales from advertising to pay the advertising cost, it's the repeat orders that pay expenses and dividends.

If Smith's soap is almost as well known to you through advertising as your own name, you are either going to say, "Let me have Smith's soap, or none," or "Give me something else than Smith's." If that soap doesn't give full value, which will it be? And if the latter, where will Smith be soon?

To succeed, the advertising manufacturer must give highest quality.

Who Pays The Cost?

Does the manufacturer, the retailer, or the consumer pay for the advertising? This is the much-discussed question. The present opinion among authorities is that **none of these pay the cost—it is saved.** Suppose the factory and distribution cost of an article is \$1.00 when 200,000 are sold by means of salesmen and jobbers. Then, \$10,000 is spent in advertising, and the sale is increased to 50,000. Better prices are secured on material in larger quantities, the machinery is worked full time, cost of shipping is reduced, salaries of the office are no greater, and the cost of each article is reduced to 80 cents. The advertising has been paid for from the saving. The selling price remains the same.

Come to Toronto Exhibition

At Our Expense

It's the greatest annual exhibition on the continent—the biggest cities in the States have nothing in the same class.

You'll marvel that such splendid buildings and large grounds could be maintained for only two weeks' use in the year. There are thousands of exhibits, shows, track sports, water sports, fireworks, scenic plays.

For two weeks every fall, Toronto is all hospitality. It's the time to visit your friends in Toronto, to see the exhibition, to see the stores at their best.

It is an education in everything, and necessary in your special interests. If you are buying any article, inspect all the different makes just as they are all together here. There's scarcely a thing not exhibited.

Every year there are changes and improvements, new buildings, new exhibits, new music, new shows, new amusements—it is as interesting and entertaining to former visitors as to the newest. The exhibition was visited in 1911 by nearly 1,000,000 people during two weeks.

THIS IS WHAT WE OFFER

We will pay all car fare and furnish admission tickets for a week in return for your help in getting your neighbors to subscribe for the Journal. Hundreds of them do not know Canada has such a magazine. They will gladly give their support to the Journal and help you to earn this splendid trip.

Distances will be estimated by railroad distance.

All subscriptions must be \$1.00 a year. Any subscription may be for two or more years and count accordingly.

Send Us a Card

For sample copies to show your friends,
For some pointers on organizing clubs,
For receipt books and order blanks,
For number of subs. extra required to
cover meals and berth on long distances,
For our special offers to points further
West and East,

D'tance from Toronto	R'quir'd Journal Subs.,
50 miles	7
60 "	8
75 "	9
100 "	10
125 "	12
150 "	14
175 "	16
200 "	18
250 "	21
300 "	24
350 "	27

IF YOU FAIL TO GET THE REQUIRED NUMBER FOR THE TRIP, WE WILL PAY AMOUNT OF OUR REGULAR CASH COMMISSIONS.

Write for rates on greater distances

Canadian Home Journal