

F. X. LEMIEUX, Communes, Ottawa, Ont.

THE
Canadian Advertiser

INTENDED AS

AN AID TO ALL INTERESTED IN ADVERTISING.

VOL. I. JUNE, 1893. NO. I.

Terms of Subscription :
PER ANNUM IN ADVANCE, - - \$1.00.

Advertising Rates.

One page, per issue.....	\$20 00
Half " "	12 00
Qr. " "	8 00
One page, 12 months.....	180 00
Half " "	120 00
Qr. " "	80 00
One page, 6 months.....	100 00
Half " "	70 00
Qr. " "	50 00

PUBLISHED MONTHLY BY
The Canadian Advertiser Publishing Co.
75 YONGE STREET, TORONTO, ONT.

WHY WE ARE HERE.

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* YOU MIGHT just as well ask
* the Electric Street Railway or
* the Telephone why it is here, as
* to ask why our Advertising
* Journal is sent forth on the treach-
* erous sea of Canadian journalism.

Advertising is part of the machinery of modern commerce, just as much as the railroad, the telegraph, or the telephone; and the business man of to-day, finds it just as essential to have his advertisements in the proper places as to have his drummers and salesmen. Advertising is becoming an art; it has long been a profession. To write good advertisements requires long practice, considerable originality, careful thinking, and unerring judgment. Even with these, the best merchant is often lost for ideas; he longs for guide marks, for counsel and for advice. These four things

we propose to give him through the medium of THE CANADIAN ADVERTISER. The busy merchant requires some person to go through all the leading papers of the day and pick out the best pointers on advertising afforded by a study of the methods exemplified therein. He can also benefit greatly by the ideas and experiences of others if these are placed within his reach, and set forth in such a manner that he can grasp them without waste of time and energy.

Illustrated advertising is becoming much more general, and promises great things for the future. This will be a special feature of the journal.

It shall also be our aim to present to those who desire to use the advertising mediums of Canada, the names of the leading journals of various kinds, so that any advertiser can select the journal which is best suited for his purpose.

The ADVERTISER will be edited by an experienced journalist and advertising expert, and arrangements are being made for contributions from some of the most experienced advertisers on the continent.

Without a past but with a great future (the publishers hope), THE CANADIAN ADVERTISER is sent forth to meet the requirements of an advertising age. It will appear regularly on the first of each month until the end of the twenty-first century, unless its creditors hand it over to the hangman before that time.