



The Principal,  
McGill University,  
Montreal.

Dear Sir,

Within the next few weeks another class of young men will graduate and pass from your care. There is very little more that you can do for them before they go out into the world to demonstrate the results of your training.

Last year you were good enough to furnish the graduating members with cards entitling them to a 96 page book of authentic facts about Canada. Many students who received this copy have written in mentioning that they appreciate this book which gives information covering the cities, towns, Government, industries, finances, imports, exports, etc., of the Dominion. A book like this should be in the possession of every coming citizen of Canada, in order that he may converse intelligently regarding the country in which he lives.

With your permission we would like to make this offer again and present to the graduating members a free copy. The introduction of a few advertising pages in no way depreciates the value of a collection of facts concerning Canada which the book contains. They have been assembled with great care; their accuracy is unquestionable and the context is written with a view to presenting the facts in a manner that is at the same time educational and entertaining. We can afford to make this presentation because there may be a return to us some time in the future.

Would you kindly request the president of the graduating class to have the attached forms filled out by the students and which you could return to us in the enclosed envelope. In appreciation of your doing so we would be glad to send you a Gillette Safety Razor, or if you already possess one, several packages of Gillette Razor Blades.

Your assistance in placing this 96 page book in the hands of the students may in some degree assist in the moulding of our best and most useful citizens.

Yours very truly,

GILLETTE SAFETY RAZOR COMPANY  
OF CANADA, LIMITED.

*H. S. Beecher*  
Advertising Manager.