## ADVERTISE . . . in this JOURNAL

## \$1.00 An Inch \$5.00 A Page . . .

## A Profitable Investment

If you would do a good business, you must advertise. Small ads are all right; but for large results, there is no doubt that a whole page advert is THE THING.

There is more business done in these days through the mail than in any other way. You will have a good share of this business if you will only bring yourself before the public's attention.

This Journal goes before a reading, a thinking, class of people.

Your ads are made bold and striking with our new type and the compact form of the pages.

People always preserve a magazine like this, which is an immense advantage to advertisers.

This Journal now goes all over the world, and is growing rapidly in every way.

Address, F. W. BURRY, 240 LIPPINCOTT ST., TORONTO, CANADA.