

UPS AND DOWNS.

(Continued from page 2 of Cover).

Under the circumstances it was not unnatural that advertising contracts should come in somewhat slowly. "It is an experiment. It might pay and it might not" was the sentiment of many. However, several leading firms tried the experiment, and it is interesting and reassuring to know that while in several cases the "experiment" was tried for a short time in the first place, a renewal of a contract was in no case withheld except during the season in which certain firms always refrain from advertising. This is very conclusive proof that our belief in UPS AND DOWNS as an advertising medium was not misplaced.

Very strong testimony indeed of the value of UPS AND DOWNS to those who wish to arrest the attention of the best class of farmers is afforded in a letter recently received from Mr. R. Y. Manning, the well known Manager of The People's Wholesale Supply Company, of Toronto.....

For many years Mr. Manning has been foremost among Toronto merchants in the extent of his transactions with the farmers of Ontario and other Provinces. Under his management the pioneer wholesale co-operative association attained its great success. Less than two years ago he organized and became manager of The People's Wholesale Supply Co., a venture which has proved even more successful than the earlier one.....

It is needless to say, that the best way to reach the farmer has always engaged Mr. Manning's earnest consideration, and his many years' experience makes him an exceptionally competent authority on the value of the various advertising mediums. The following is what he has to say of UPS AND DOWNS:—

Editor "Ups and Downs," Toronto:

Toronto, April 17, 1896.

Dear Sir,—During the past year we have advertised in the columns of your paper and have found it—especially lately—an exceptionally good method of placing our business before the public.

We are glad to be able to attribute part of our continued success to its influence.

Wishing "Ups and Downs" increasing prosperity in the future.

We are, Sir, Yours faithfully,

THE PEOPLE'S WHOLESALE SUPPLY CO.,

R. Y. Manning, Manager.

We can conceive of no stronger testimony of the usefulness of a journal for advertising purposes than the experience of those who have put the journal to a test; it is to our advertisers that we refer those who desire such testimony before deciding to advertise in UPS AND DOWNS.....

In Toronto and other cities our circulation is very slight and ever will be so. To those city merchants who rely solely on the local demand for their goods UPS AND DOWNS would prove of little value as an advertising medium.....

But we do not hesitate to urge its claims upon those—manufacturers and merchants and financial institutions—who desire to arrest the attention of several thousand well-to-do farmers and their families in various parts of Ontario.....

These constitute a class whose business it is always desirable to secure. They may be keen buyers, but they are prompt in their payments, whether their transactions be made in person or through the mail.....

The following list of counties of Ontario, with the number of friends of UPS AND DOWNS in each, will convey some idea of the territory covered by our journal:—.....

BRANT, 32	BRUCE, 89	CARLTON, 70	DUNDAS, 11
DURHAM, 149	DUFFERIN, 54	ELGIN, 37	ESSEX, 48
FRONTENAC, 14	GREY, 161	GLENGARRY, 4	GRENVILLE, 6
HALDIMAND, 36	HALTON, 43	HURON, 78	HASTINGS, 29
KENT, 108	LAMBTON, 87	LINCOLN, 64	LANARK, 30
LEEDS, 16	LENNOX and ADDINGTON, 12	MUSKOKA, 49	LINCOLN, 64
MIDDLESEX, 170	NORFOLK, 37	OXFORD, 80	NORTHUMBERLAND, 52
NIPISSING, 2	ONTARIO, 88	PRINCE EDWARD, 8	PEEL, 86
PARRY SOUND, 39	PETERBORO, 62	STORMONT, 3	PERTH, 20
RENFREW, 31	RUSSELL, 7	WELLINGTON, 119	SIMCOE, 176
VICTORIA, 94	WELLAND, 62	WENTWORTH, 23	YORK, 51

Two hundred and nineteen copies of UPS AND DOWNS, last month, also found their way to various parts of Manitoba, the North West Territories and British Columbia. Every day brings us one or more new subscribers from these distant parts.

The list of subscribers from among the ranks of Dr. Barnardo's girls is not included in the foregoing figures. During the past four months the number of girls receiving copies of UPS AND DOWNS has averaged over 400.....

Having fully explained what UPS AND DOWNS has to offer to advertisers—its circulation, the class of readers, and the districts it enters,—we very earnestly ask our "boys" to co-operate with us in making the advertising department a source of greater revenue than it has been hitherto.....

We are not complaining of results so far, but we shall soon be entering upon our second year of existence. UPS AND DOWNS will be an infant no longer. It has shown considerable vitality while passing through that stage, and it ought now to become self-sustaining. Towards that end we want the help of our friends.....

Whenever a suitable opportunity presents itself, do not hesitate to draw attention to the advantages offered by your journal as an advertising medium.....

Cattle raisers and breeders of all kinds of stock who are always desirous of reaching the best class of farmers; those who have farm lands to sell; and those who wish to buy or exchange farms: to these the value of UPS AND DOWNS, once they were acquainted with its position, would be at once apparent.....

Many of our boys come in frequent contact with these people and we believe they could be of great assistance to us if they would occasionally indulge in a little "persuasive eloquence" in behalf of our advertising columns.....

When this cannot be done and a boy knows of an individual or firm, who he thinks would find it profitable to advertise in our columns, we should be obliged if the boy would send us the name, address and business of this individual or firm with whom we could then communicate by letter.....

We shall always be ready and glad to supply the fullest information in regard to advertising rates and kindred matters.