

Expense or Investment ?

Many of the men who started using space in one or another of the Maclean Papers years ago are using it yet—only *more of it*. Results have proven to them that such advertising is a dividend-producing *investment*, not an expense.

Doesn't it stand to *reason* that properly prepared copy placed in a medium read by people who are particularly interested in the article advertised *should* produce results?

These are our papers:

The Canadian Grocer	Hardware and Metal
	Dry Goods Review
	The Canadian Millinery Review
Bookseller and Stationer	Printer and Publisher
Canadian Machinery	The Power House
	Plumber and Steamfitter
Financial Post	Busy Man's Magazine

Moreover, our Ad-writing and Art Department will write and illustrate your advertising, charging only actual price of cuts. Write us for a Sample Copy.

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