

JULY, 1893.

THE

PUBLISHED
AT
75 YONGE ST.

CANADIAN
ADVERTISER

TORONTO CANADA.

RETAIL MERCHANTS

- - - EVERYWHERE

Now find it a necessity in modern trading to multiply their departments in order to succeed; hence **NO GENERAL STORE-KEEPER** or other retailer can afford to be without

“The Merchant”

(9th YEAR OF PUBLICATION)

The favorite Business Paper of Canada among all retailers, because with its 12 separate departments subscribers are kept posted on what is of importance in the different branches of their business. Its reliable market reports forearm every distant buyer, and its original articles on current business topics help every merchant to adopt new methods and make money. **IT** is, therefore, **THE**

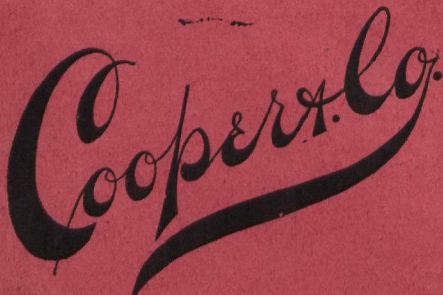
Best Storekeeper's Paper in Canada

and ALL ADVERTISERS wishing to talk direct to merchants use its columns.

If you would keep up with the procession in this age of keen competition, remit your year's subscription of \$1.50 NOW to

THE MERCHANT PUB. CO'Y, Toronto.

MAKE YOUR NAME STRIKING IN YOUR ADS. HOW?



We will make you a wood cut of your name similar to cut shown here, which, with an extra electrotype, will cost you \$2.00.



TORONTO ENGRAVING CO.,

COR. KING & BAY STS., TORONTO.

THE Canadian Advertiser

INTENDED AS

AN AID TO ALL INTERESTED IN ADVERTISING.

VOL. I.

TORONTO, JULY, 1893.

No. 2.

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.

READY FOR BUSINESS.



YES, WE are ready for business. We have had some trouble getting this little paper on a workable basis but everything is arranged and we are now going to settle down to work.



The work we have cut out for ourselves has never been done by a Canadian. We enter a field where there is no competition; but across that field are the scattered and whitening bones of those who have perished in their foolhardy attempt to live in the thin air which hangs like a curtain over that field. In other words, there have been Canadian advertising journals before, but no one knows the grave thereof. But we had some good Canadian money—legal tender, not “green stuff”—and we thought we could spend it in no better way than by founding

a journal which would be a credit to the advertising profession and an inculcator of proper ideas on advertising. The June issue of this journal, though late in appearing, has received much praise and a few dollar subscriptions. We are thankful for both.

Advertising is a modern method; an essential to commerce. It denotes an enterprising state of trade, wherein men are using the greater education of the age in improving business methods. It is intellectuality applied to business. It brings together the person who has something to sell and the person who wishes to buy something. Space is destroyed by it. It saves much breath for him who must needs tell the people that he can supply their wants. It is economy applied to the selling of goods, for there is no cheaper way of bringing together those who have commodities to exchange.

This is the art which we desire to expound, and we desire to prove ourselves fit for the task which we have undertaken. We desire to make no idle boast as to what we intend to do, but rather to be judged only by what we accomplish. If this paper is useful to the reader, let him pay his subscription and we shall attempt to do the rest. We hope that our columns will always be filled with pithy, useful and seasonable matter, and that the advertising public will never regret our advent, or a subscriber his investment.

QUALITY VS. QUANTITY.

IT IS better to have an advertisement in a paper which reaches 500 people who want what you have to sell, than in a paper which reaches 5000 people who don't care a button about your wares. That is, the advertiser must seek for quality rather than quantity.

What good would it do a carpet man to advertise in a hardware journal or a sportsman's paper? What benefit would a manufacturer of agricultural implements derive from advertising in *Puck*, *Truth*, or our own *Grip*? In advertising the great thing is to select a proper medium. The circulation is not everything. "Among whom does your paper circulate?" is the question to hurl at an advertising agent; and if he proves to your satisfaction that his journal circulates among the class of people whom you want to reach, then you can begin to ask about circulation.

Circulation is important when you have to choose between two or more papers who reach the same class of customers. Then you can test the popularity of the paper by its circulation, appearance, reputation, etc. But remember that circulation is only useful under these circumstances. The newspaper that wants a certain advertising patronage must be interesting to the class of people whom those advertisers want to reach. This is the same thing from a different point of view—the reverse side of the gold dollar. A newspaper which desires to have the patronage of retail merchants must reach the home, and be a welcome visitor at the fireside. It must interest everyone in the family, and the more interesting it is, the more valuable it becomes as an advertising medium. This is the test of its quality. Millions of dollars are wasted in printers' ink, and all because the advertisers have not applied the proper quality tests. Too much care cannot be exercised in the consideration of this point, because there is much to mislead.

A NOVEL SCHEME.

BY JUMBO.

I WAS in an American city recently and saw and investigated a business scheme which I thought would be interesting and instructive to the readers of the CANADIAN ADVERTISER. Every business man will, I think, be interested in this new scheme whereby losses may be prevented in selling the goods.

At Brockton, Mass., there is a shoe factory, and the shoes turned out of this manufactory are known throughout the United States as the "Emerson" shoes. This firm have an ideal manner of putting their goods on the market. They have twenty-two retail stores scattered through about eighteen cities such as Portland, Lynn, Boston, Providence, Bridgeport, Washington, Baltimore, Brooklyn, Rochester, Chicago, Detroit, Buffalo, Indianapolis, etc. In each of these twenty-two stores they have from three to six thousand dollars worth of stock, and in each store they have a salaried manager. Each of these shops does a business of from \$35,000 to \$75,000 a year; in other words each store turns over its stock at least twelve times a year. It can easily be seen that such a rate of turnover is seldom if ever found, and it means an enormous profit, as only a cash business is done. Each store handles only men's shoes, and the plan of keeping the stock prevents overloading and at the same time keeps the stock full and well assorted.

Every time a pair of shoes are sold a tag is taken off, which bears the number, size and price, and this tag is dropped into a covered pasteboard box through a slit in the top. Every night these tags are taken out and forwarded to the factory and the next day enough shoes are shipped by express to fill the place of those sold. In this way the stock is replenished by daily shipments, within twenty-four or forty-eight hours after the goods are sold. Every morning the man-

ager makes a deposit of the money received the previous day, and sends a duplicate deposit cheque to the firm. Then once a week each man takes an inventory of his stock, and forwards a copy of this to the firm. He can do this in less than half an hour because all the shoes are put up in boxes uniform in size, and the shelving is arranged to hold a certain number of boxes so that all can be counted quickly. The boxes are all labelled with the prices—\$3, \$3.50, \$4, \$4.50, \$5, \$5.50 and \$6. Thus the firm can tell every day by the daily report, exactly what stock has been sold and what is on hand, and the weekly report is simply to confirm the week's business.

One nice detail in the daily report, which is in printed form, is the weather report. The firm are thus enabled to tell how the weather effects the sale of shoes. Many important lessons are no doubt gained from these reports.

Everything is done by means of a printed form, and the labor is small and merely mechanical. Business is done on a strictly cash business and the manufacturer has his money for his goods within a week or two, perhaps a day or two after the goods have left the factory. There is no dating ahead or giving four or six months credit. There are no losses, and the accumulation of bad stock is comparatively unknown.

A leading feature has yet to be mentioned. In front of every one of these twenty-two stores is a shoe polishing chair and every man who wears a pair of shoes, on the strap of which is the word "Emerson," is entitled to get into that chair as many times a day as he sees fit. He may have bought his "Emerson" shoes in Chicago, but he can have free shines in Buffalo or Brooklyn, and no questions asked. Especially to travelling men, this is an enormous boon; and some of them declare that they save the price of the boots in "shine" fees. To a business man whose morning route to his office lays

past the store it is also an inestimable boon and a saving. This is undoubtedly one of the most novel schemes ever invented to popularize a particular line of goods.

Did space permit, much more might be told, explanatory of the other details of the business. By confining themselves to one class of goods, viz.: men's shoes, and by carrying many sizes, the "Emerson" firm is enabled to give better satisfaction as to fit than any other maker of shoes. Their styles are always the latest and their reputation has been built up by selling a very superior and honest shoe in every line and variety. They have several very novel advertising schemes. They have a horse and wagon with a liveried driver which goes through the country advertising the "Emerson" shoe by means of signs and circulars. The body of the wagon is simply a huge shoe with a golden top and marked with the firm's name. The sign on the top gives the address of the nearest store. For instance, when travelling between two towns such as Rochester and Buffalo, the signs would be changed at a point midway between the two towns. Another advertising scheme is a box of shaving paper of superior quality which is furnished free to a barber if he will hang it in front of his chair; and he is kept well supplied with paper, the advertisement being only on the box.

The great points in the schemes are that the stock is turned over many times in the year, that the manufacturer gets quick returns and suffers no losses from failures; that all business is done on a cash basis, and that a national reputation has been gained; that a steady trade is assured, and that the middleman takes none of the profits.

Mr. Gladstone has sprained his G. O. ankle. An advertising actress could get points for keeping her name before the public by following the G. O. M's career of mishaps.—Montreal Gazette.

STRATEGIC ADVERTISING.

ADVERTISING may be divided into two classes, according as they take one or the other of two methods of securing the reader's attention: the self-confessed, or advertisement "on its face," and the surreptitious, or advertisement which secures the reader's attention by inveiglement.

The latter class, including in such all that make use of literary art or ornament or other than plain, bald statement, seems to be becoming more popular. Formerly this style was considered uncalled-for, if not in questionable taste. It might have been at one time, and may be even now, when applied to commodities that appeal to the more imperative wants of man's nature. For what people must have, they are more interested in, and not much strategy is required, often, in getting them to read about; but when you enter the realm of luxuries, which are as it were, "after thoughts,"—and with many a good ways after,—about which they are, naturally, not so well informed, nor so much interested, and in the contemplation of which the economical man takes his covetousness by the curb-bit, there is a greater and more logical field for printer's ink. It is, of course, in the exploitation of this latter class of commodities, that writers have the most signally used inveiglement, to secure the reading of their advertisements; along this line that wit and ingenuity have been displayed, which, had they been applied in that direction, would have told in valuable discoveries, in the mechanic arts.

To us this method seems not improper; nor is it necessarily, as some appear to think, *prima facie* evidence against a commodity, that it resorts to diplomacy to secure the public eye. To take such a view, in every case, would be like questioning the fitness for a consort, of those persons,—legion, by the way,—who, by the thousand clever little strategies of social *finesse*, secure an "introduction" in-

to the acquaintanship of their proposed "conquest." But the records are that such couples,—perhaps as often as any others,—are successfully married, and "live happily ever afterward." While the qualities of an article may be such as, upon examination, would commend it, yet often in order to secure such examination,—owing to prejudice against the article, or the great array of similar offerings,—rhetorical diplomacy becomes a necessity.

It goes without saying, though, that the best results from this method, are where one only wants to exploit a name, brand, or make a short announcement. For when the reader starts in buoyantly with a flowery editorial or tuneful lyric, only to have sprung on him the "Latest kind of rat trap," or to be confronted with "How to cultivate those corns," it would be unnatural to expect him to be in a mood for further information.

In a nut shell, then, the philosophy of advertising is, that to be successful an advertisement must be read, believed, and responded to. There is only one way to secure this: make it readable, believable, and inducing. The advertisement writer is wholly responsible for the first, and partially for the second and third, though the reputation of the advertiser, the price, etc., of the offering, are often very influential.

O. N. Potter in Ink Fiend.

NEWS AND OTHER NOTES.

The Merchant is the name of an long-established trade journal published in Toronto. Its proprietor, Mr. Mortley is a hustler.

Why are "Sapolio" "Warner's Safe Cure" and "Dr. Williams' Pink Pills" such familiar names to you and every Canadian? Because these words have been well advertised.

Thomas Heenan, advertising agent for the Canada Railway News Co., has been having some trouble with the Constables of Grafton and Toronto; but he seems to have been in the right and was finally allowed to go.

THE VERDICT.

AMID groans of disapprobation this journal was born. But its winning, interesting prattle has captured the hearts of many. Let the skeptical reader peruse the following letters and comments :

H. M. Melross of Galt writes thus :—

"I enclose you subscription for your paper. I was very much pleased to receive it, as I think it just what was wanted."

Le Monde (daily) of Montreal publishes the following which we have translated for our English readers :—

A GOLDEN SCIENCE.

Business notoriety which is the product of rivalry among merchants and of competition, has become a science which to-day includes among its disciples many beginners but very few masters.

This science though still young occupies the attention of many practical men and has consequently a great future ; already it numbers in the United States a half dozen trade papers which are occupied exclusively in disseminating the ideas of the Barnums, Wannamakers, Meniers, Gerandels, Stewarts and Rigollots : in a word of all those celebrated men who have created this golden science.

Canada will not stay behind in the study of this new science, so important in commerce, industry and finance, for such a journal has been started in Toronto. Its name is THE CANADIAN ADVERTISER.

Its first number promises well and denotes in its editorial matter, an intimate knowledge of advertising methods.

This publication ought to contribute much to give advertising in Canada better methods, and consequently make it more fruitful in results. It will disclose to the advertiser the secrets of this magic science, giving also a greater notoriety to the field in which it may be used and a greater impetus to commercial activity.

The Winchester Press says :—

THE CANADA ADVERTISER is the name of a new journal published at 75 Yonge street, Toronto, at \$1 a year and is devoted to the interests of merchants and tradesmen of all kinds. It gives valuable hints and suggestions to advertisers who should become subscribers.

The Truro (N. S.) daily News remarks :—

Business men often fail to secure the best results from advertising by not studying the best methods of attracting the attention by their advertising. A journal has been launched at Toronto, which is intended to serve as guide and counsellor to advertisers, and also to present to those desiring to use the advertising mediums of Canada, the names of leading journals of various kinds, so that any advertiser can select the journal best suited to his purpose. Its name is the CANADIAN ADVERTISER, its price \$1.00

per year in advance. It will appear regularly on the first of each month, until the end of the 21st century, unless its creditors hand it over to the hangman before that time.

Space will not permit a publication of all the commendatory letters, post cards, and press notices. The above are simply examples showing that the aims of the CANADIAN ADVERTISER are recognized, approved, and appreciated.

"PICTORIAL ADVERTISEMENT; ITS USE AND ABUSE."

AS VIEWED BY LONDON ARTISTS.

AT A MEETING of the society for the Encouragement of the Fine Arts, held recently in London, Eng., Mr. J. W. Waterhouse, R. A., presiding, Mr. John Leighton, F.S.A., gave an address on "Pictorial Advertisement, its Use and its Abuse." Mr. Leighton said there were two kinds of advertisements. There were some that were necessary, and not a few that were superfluous, some that approached the beautiful, and many that were ugly, some that were attractive, and not a few that were repulsive. Of the five senses possessed by mankind that of sight had been the least protected by law, and the education of the eye the most neglected. Having traced the progress of advertising during the reigns of the Georges and of the Sailor King, Mr. Leighton said it was in the Victorian age that pictorial advertising had made its greatest advances. He, himself, had had the honor of designing the cover for the first weekly illustrated paper which had adopted it. Advertising vans had been abolished, but the advertiser seized upon their omnibusses, and his announcements were often more prominent than the destination of the vehicle itself. Sylvan scenery was desecrated by boards, and the blue vault of heaven was made a background for sky signs.

NOTHING WAS SACRED TO AN ADVERTISER.

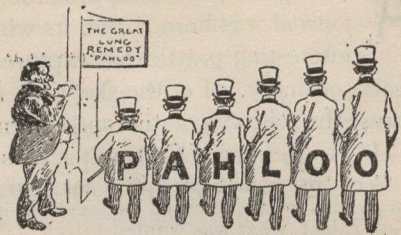
Railway platforms were a mixture of colored posters and penny-in-the-slot boxes, and the name of the station was often the last thing to be seen. The first object should be the

designation of the place, then its adornment, and a due allowance for advertising. Restriction or taxation might not be an unmixed evil, for there was no doubt that the practice was a great impost upon the advertiser, and some people might imagine that he took the cost out of the article he sold. But he did not think taxation would be advisable, though a penny a foot for all over a double-crown size would produce a large revenue and might reduce the multiplicity which was now so annoying. They were in a state of transition in this matter. The advertiser was dubious about employing good art, but he might say that the cost of producing an inferior design was often greater than that of a good one. The advertiser should know first what he wanted, and then discover a good artist to do his work. Mr. Leighton illustrated his address by a number of posters, after designs by various artists and others, the walls of the room being decorated therewith, including examples by Millais, Herkomer, Marks, Leslie, Poynter, R. A., Wytie, A. R. A., &c., &c., Mr. Forbes Robertson said

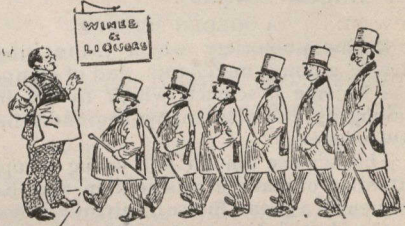
ADVERTISING WAS NOT A THING TO BE CON-
DEMNED

altogether. They might control it but they could never suppress it. He asked why the eye of the Londoner should not be delighted by things of beauty in lieu of the horrors which now met it at every turn. Mr. Maguire spoke of the employment which was given, and the money which was spent by big advertisers. Mr. Broughton said they could not stop the deluge, but they might control it. Mr. Barrett combated the President's views, and said his fraternity were to blame that the artistic side of advertising had not been improved long since. Mr. Robertson said if they only paid a long enough price the President of the Royal Academy himself would paint them a picture. Mr. Loftus Brock spoke of the impossibility of suppressing advertising and of the high quality of foreign posters, and the advantage of a poster show in London as proposed.

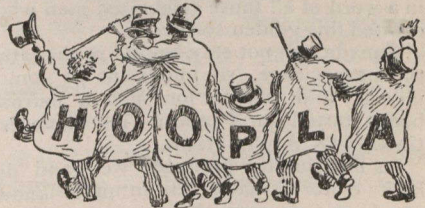
ONE KIND OF WORLD'S FAIR ADVERTISING.



PROPRIETOR OF PATENT MEDICINE.—Ah! That's what I call advertising. Just wait till they get to the Fair Grounds.



ON THE WAY TO THE FAIR.
(Wetting Up.)



ARRIVAL AT JACKSON PARK—WORLD'S FAIR.

It is said that "The Admiral Cigarette" people are spending \$20,000 a year in bill-board space in the United States. They advertise much like the Sterling Soap people are doing in this country.

The Davis tobacco firm of Montreal are advertising their brands of cigars by means of a travelling negro quartette. These fellows wear light grey suits, on which the various brands of cigars made by the firm, show up prominently in large red-cloth letters. They create a sensation.

"During an evening walk.—Mr. Dollery: Now, I don't believe in signs.

Miss Flypp—Well, I do. Now, for instance there is one I believe in.

It was an ice-cream sign, and the young thing's belief cost Dolley fifty cents—*Harper's Bazar*.

LETTER WRITING.

EVERY merchant writes a number of letters, but his most important letter is the one he sends to his daily, weekly or trade paper, where it is set up in type and sent out to his numerous customers. If it is a silly, trashy and foolish letter, why, of course, the reader thinks the sender is the same.

But no advertisement appeals to the taste of the reader unless it is properly set up, and has a new, crisp style about it; in fact, it must feel like a piece of new silk.

Style in an advertisement is everything. Of course the printer cannot make a good job of your advertisement unless you do your share. You must understand how to write an advertisement, just as your clerk must learn how to show dress goods or trouserings. There is a knack about writing advertisements much similar to the knack required to ride a bicycle. Practice, learn, study; and after you have done that—study, learn and practice. After a time you will become proficient. No horse can trot well until he becomes fit; and it takes lots of good exercise to bring him to this state of perfection. The man who designs the patterns which make prints, muslin, carpets, etc., look so beautiful, must study for years at the details of his trade. Why then should a man expect to advertise without a thorough study of the different methods? There is no royal road to the learning of "how to advertise."

Put an ordinary piece of twenty-cent dress goods among a number of pieces of a similar kind, but of a ten-cent grade, and it will look lovely compared with its poorer neighbors. Put the same piece among its equals in quality and price and it looks only ordinary. There was a time when even a moderately well-written advertisement would appear conspicuous among its very poor companions, but now advertising is improved and is of a higher grade and consequently to make an advertisement conspicuous in one of our modern newspapers, it must be exceedingly clever. The matter must be well

set by the printer. These are two indispensable requisites.

Having secured these two requisites there still remains to be considered that about which the letter will speak. It must speak about something which will interest the person receiving it. This is the one invariable rule, the sine qua non of all advertising. Just imagine how nice even an advertisement will be, when it is about something interesting, composed in a neat and suitable manner, and displayed with the highest of printer's art. It must contain some pointed and seasonable remarks about that which interests the reader. Think you, that ladies ever tire hearing of the new styles in veilings, millinery and dress goods?—Dry Goods Review.

EXPENSES VS. PROFITS.

A NEW YORK firm of wholesalers that sends out commercial travelers recently wrote as follows to one of its representatives:

We received your letter dated Urbana, O., on the 26th ult., with route list and expense account. What we want is orders. We want no weather report nor map of Ohio, and we have big families of our own to make expenses. We find in your expense account an item of \$2.50 for billiards; please buy no more billiards for us. And also \$7.50 for horse and buggy. Where is the horse and what did you do with the buggy? Cigars seem to be dear out west, so we send you to-day by express two boxes of New York cigars. The one costs \$1.40 per box, and the other 90 cents per box. The one at \$1.40 you can smoke yourself, one cigar after each meal; the one at 90 cents you can use to treat your customers. We also send you samples of an article that costs us \$5 a gross. Sell it at \$5 a dozen. If you can't get \$5 take \$2.25. You might offer it as a novelty, as we've had it but two years in stock.

Do not date any more bills ahead as the days are getting longer. Yours truly.

He was an old merchant who devotes much time to his advertising. "John," said his wife, "what do you want put on your tombstone?"

"Oh," he answered, "it isn't important what the text is so long as it gets good space and is well displayed."—*Washington Star*.

[SAMPLE ADV. FOR GROCER.]

Mixed
Pickles

BEST
BRANDS

Potted
Meats

THE Best Brands are always the Cheapest, because the manufacturer has a reputation to sustain, and all you need fear are IMITATIONS. But we guard you in this particular, as far as it lies in our power. We buy through reliable wholesalers and eschew cheap trade. If you want low-priced trash, do not come to us. We will give you the best goods in the market at reasonable prices--this is our only aim. We cannot afford to sell low grade stuff, for when you would discover the fact, we would lose your custom.

The best may be slightly higher in price; but we buy close and will sell close and thus make

. . . THE BEST THE CHEAPEST.

Canned
Fruits

BEST
BRANDS

Baking
Powder

[SAMPLE ADV. FOR ANY DEALER.]

WE ARE UP AND DOING.

: : In fact, we have been actively engaged for some time with
: : the multifarious details involved in the selection and
: : choice of a complete line of

FALL AND WINTER DRESS GOODS.

: : If our competitors make any showing this season, they
: : will have to do some very clever work to duplicate the
: : magnificent collection of materials that we have gathered
: : together for our own and our customers' profit. We have
: : secured many exclusive and

INIMITABLE STYLES.

: : We have been forced to inspect many lines of samples and
: : to bring a great deal of experience to bear to make our
: : choice properly, but we hope we have succeeded as in pre-
: : vious seasons and we promise you

POSITIVELY THE LATEST DESIGNS

: : In every class of goods we carry. To get the right styles at
: : the right time and at the right prices is something that all
: : buyers appreciate; whether in

COLOR, PATTERN OR PRICE

: : we know that we have the best. You can prove our state-
: : ments by inspection.



Cut No. 325--80 cents.

BOYS' SUITS

BOYS' SUITS

BOYS' SUITS

The Latest Styles.

The Cheapest Prices.

UNEXCELLED.

HAND MADE

SHOES

HAND MADE

SHOES



Cut No. 530--50 cents.

SHOES

HAND MADE

AT SMITH'S

HAND MADE

PURE ... WHITE ... HELLEBORE

For Destroying Caterpillars.

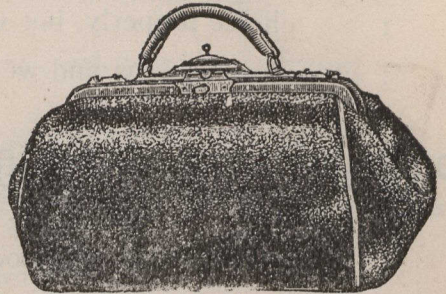
Crude Carbolic Acid, Phenyle, Copperas and Chloride of Lime

FOR DISINFECTING PURPOSES. .

CITY DRUG STORE.

TRAVELLERS:--

Will find valises and trunks to suit their exact needs in our stock.



Cut No. 220--60 cents.

If you purchase our goods you will save their price on your journey by ensuring the safety of the goods you enclose. The most wicked Baggage-Smasher is foiled when he attacks them.

JONES, The Trunkdealer, 79 HIGH ST., - HIGHVILLE.

[SAMPLE ADV. FOR TAILOR.]

**YOU
WANT
THEM
SIR**

\$3.75

This is the popular price which secures to you a pair of our Celebrated Trousers, for which other dealers ask as much as \$5.00 and \$6.00 They are our specialty.

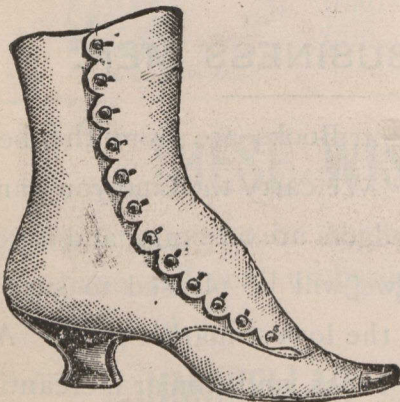
\$16.99

For this price we can give you a suit which will give you the appearance of a well-dressed gentleman, and at the same time render you honest service. We can only secure your custom by treating you squarely. You will be pleased with the range of patterns we are showing at this price.

**WE
HAVE
THEM
SIR**

[SAMPLE ADV. FOR SHOE DEALER.]

'TIS A FEAT TO FIT THE FEET.



Cut No. 230--60 cents.

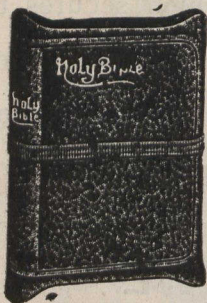
You know that a poor shoe is not worth buying and that an uncomfortable shoe is a disappointing purchase. You will find that we take great pains in fitting the feet of our customers, and give them serviceable foot-wear. You will also find, as a great crowd of customers have found, that our prices are much below the average.



THIS WEEK-- Five cases Men's Fine Shoes at \$2.50; worth every cent of \$3.00

[SAMPLE ADV. FOR STATIONERS.]

OUR LEADERS.



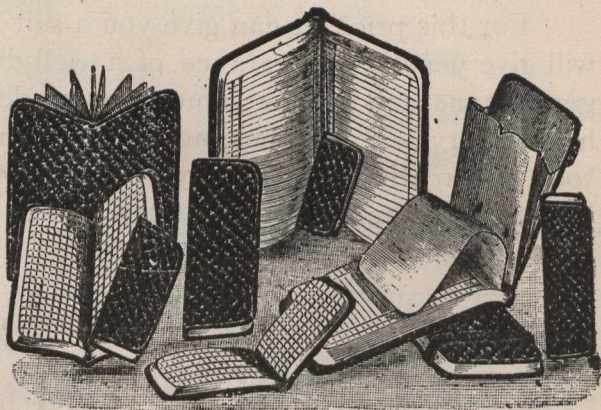
Cut No. 765—50 cents.

A BIBLE FOR \$1.00.

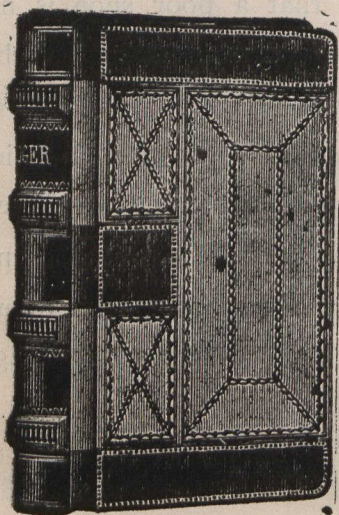
Full Morocco. References. A handsome appearance. Substantial material. The best Bible for the money, we have ever been able to offer our customers.

OUR MEMOS

We carry always a full range of the neatest things in the market in this line. We can suit your taste, purpose and pocket. An inspection will be profitable.



Cut No. 745—\$1.00



Cut No. 815—80 cents

FOR BUSINESS MEN.

Our Account Books are from the best manufacturers. We carry the kind you want. Flat opening Ledgers are a luxury, and if you can afford one we will be pleased to supply you with one at the lowest market price. All kinds of counter books, and similar mercantile necessities, always in stock.

BLANK, The Stationer.

Motto:—"We Value our Reputation."

[SAMPLE ADVERTISEMENTS.]



**WE
HAVE
HIT
IT.**

Cut No. 515-90 cents.

A HARD HIT

**EXAMINE THE
BARGAINS WE SHOW.**

Has been given to prices this time, because we are bound to clean out our Summer goods before the Fall season with its **NEW GOODS** arrives.



Cut No. 510-50 Cents.

HAT SHELTER

.....**YOU** can be sheltered by our
STRAW HATS.

We cover both Ladies and Gentlemen, sometimes both together. Can you do better than with us? We doubt—yea, we know you cannot.

THESE WISE OWLS

Know enough to be sheltered from rain. They have a decent umbrella. If you inspect our stock of

UMBRELLAS AND PARASOLS

You will find something to suit you at all seasons.

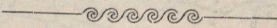


Cat No. 520-50 Cents.

AS YOUR TASTE DIFFERS from your neighbors', so one style **FROM THE OTHERS.** of our stock differs

AN OFFER

NOW AND NOW ONLY.



. . . In order to secure a large number of new subscribers the publishers make the following offer to those who subscribe

BEFORE AUGUST 10th

. . . A choice of any electrotype used in this issue will be given to anyone who sends ONE DOLLAR as a yearly subscription to this journal ; and to make the offer still more valuable every person who takes advantage of this offer before August 10th will receive the journal until Sept. 1894, that is

The Canadian Advertiser for 14 months and one electrotype for \$1.00.

Postage on Nos. 825, 925, 515 and 935—9 cents extra.

Subscribers requiring extra electrotypes can secure them at 20 per cent. discount.

SUBSCRIPTION BLANK.

.....1893

TO THE CANADIAN ADVERTISER PUB. CO.

Enclosed find ONE DOLLAR for the CANADIAN ADVERTISER for 14 MONTHS from Aug. 1st, and kindly send me electrotype No.....

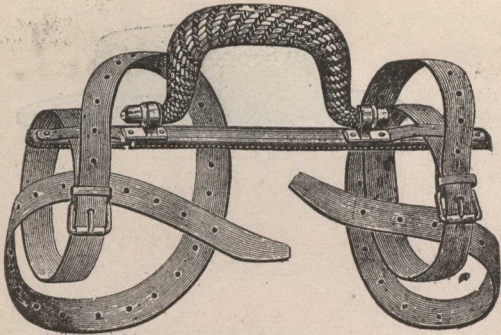
.....(Name)

.....(Street)

.....(Town)

.....(Province.)

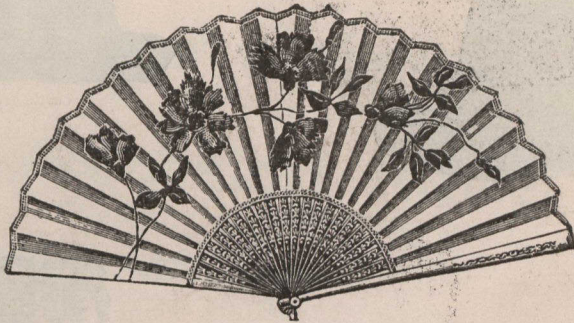
CUTS USED IN JUNE ISSUE.



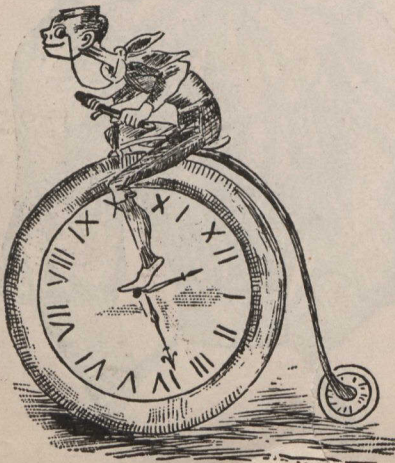
Cut No. 785—70 cents.



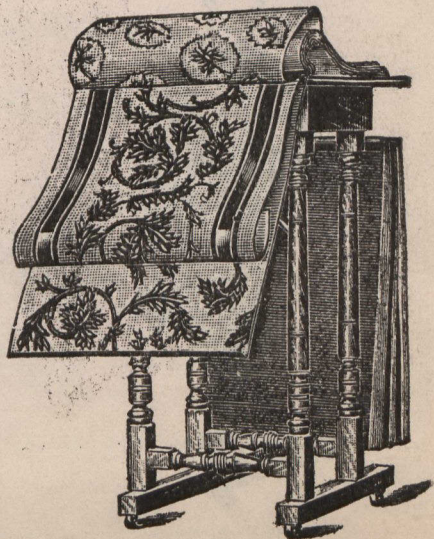
Cut No. 95—60 cents.



Cut No. 805—80 cents.



Cut No. 835—80 cents.

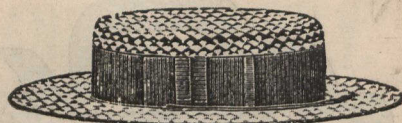


Cut No. 825—\$1.00.

CUTS USED IN JUNE ISSUE.



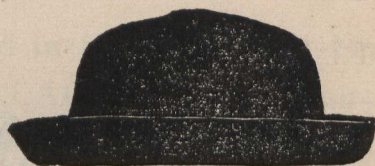
Cut 146—75 cents.



Cut No. 140—75 cents.



Cut No. 144—75 cents.



Cut No. 142—75 cents.



Cut No. 915 80 cents.



Cut No. 925—80 cents.

W. S. JOHNSTON & CO'Y

Formerly 67 Adelaide St. W.—Removed to

29-31-33 MELINDA ST.

NEW FIRM

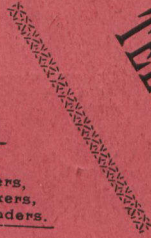
W. S. JOHNSTON.
JOHN N. COLLINS.
FRED. H. PIM.

NEW PREMISES

Large ground
floor in the new
Times Building.

NEW BUSINESS

Printers, Stationers,
Blank Book Makers,
Paper Rulers, Binders.



TELEPHONE

2342

*Successors in the Bindery business to the
Barber & Ellis Co'y.*

GET OUR PRICES.

ORDER FROM US.



We have purchased the Files and
Patterns of the B. & E. Co., extend-
in over the past 20 years. Give No.
of Book wanted.

Toronto, July, 1893.

W. S. JOHNSTON & CO'Y.

Advertising Rules.

MAPLE RULES.

6 in. Maple Varnished.

12 in. " "

15 in. " "



With or without Brass Edge.

SOFT WOOD RULES.

6 in. Soft Wood, Stained.

12 in. " " "

15 in. " " "



YARD STICKS.

Shown in both Soft Wood and
Maple; folding or otherwise.



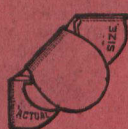
DOMINOES.

A new way of advertising. It will
please you if you investigate it.

*An excellent way to advertise among farmers or at Fall Fairs.
Send for samples and prices.*

COOPER & Co., 75 YONGE STREET, TORONTO.

DO YOU USE PAPER FASTENERS ?



THESE sheets are fastened together with a neat brass fastener which doesn't make a hole in the sheets and which holds them much more firmly than any other paper fastener in use. Its name is the Middleton Paper Fastener.

The Middleton Paper Fasteners

Are put up in boxes of 100 each; 10 boxes in a carton.
Sample box of 100, 50 cents. For sale by all stationers.

COOPER & Co.,

CANADIAN SELLING AGENTS,

75 YONGE ST., TORONTO.