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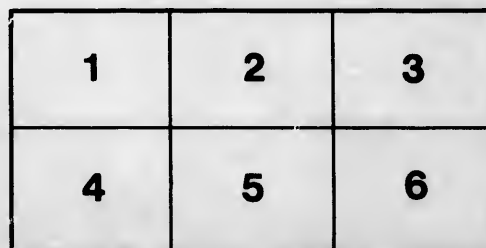
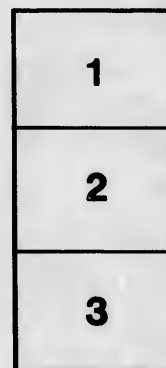
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THE CITY OF TORONTO

The Capital of the Province of Ontario, is situated on the north shore of Lake Ontario. As a business centre, Toronto is second to no City in Canada. Five lines of railways have terminal stations in the City, and the Grand Trunk Railway passes through it. The assessed value of its property is seventy millions of dollars, and its population one hundred thousand. THE MAIL BUILDING is a massive pressed brick and stone structure, 150 feet long and 85 feet wide. It is six stories high, and is fitted throughout with all modern conveniences. A passenger elevator, the most perfect in Canada, makes access to all the offices of the great building very easy. The cupola overtops all the surrounding buildings, and is one of the first objects sighted on approaching the city by water. The mechanical arrangements of THE MAIL are



all that experience and expenditure can make them. Three magnificent Scott Perfecting Web Presses, capable of turning out 60,000 printed, pasted, cut and folded papers per hour, are used for getting out the Daily and Weekly Editions of the newspaper. The building, machinery, composing and press-rooms, and all the equipments, are so complete, that THE MAIL office is known throughout America as THE MODEL newspaper office. THE MAIL newspaper is to the Canadian public what the *Herald* is to the American, or the *Daily Telegraph* to the Englishman, in point of circulation and news. It has reached its present position by leaps and bounds in a few years of energetic business management and

prompt appreciation of public opinion as to the needs of the country. It is not only read by those who subscribe to its political opinions, but by a great number of persons interested in its treatment of literary topics and of questions affecting public morals and the preservation of a christian spirit among the institutions of the country. Its regular subscription list is now over 85,000, and over 200,000 copies of the paper are sent out every week; each paper being read by at least five people, makes a constituency of at least one million persons each week for THE MAIL. More copies of THE MAIL are sold on the trains and in hotels, etc., than of any other paper in this country. THE MAIL, from its great circulation, its power in moulding opinion, its representing the dominant doctrines in politics and political economy, its success in sustaining its news, has become the newspaper of the Dominion.

ADVERTISING—DOES IT PAY?

From Letters to a Young Merchant.



"Will advertising pay you, is what you want to know, and if you believe it will, then do so. When I talk of advertising I simply refer to the use of the newspaper as a medium. The day of usefulness of handbills has passed, though I know some merchants still use them. People nowadays get reading matter too plentifully and cheaply to take any notice of such bits of paper. A visit to any of our rural fairs would soon convince you of the truth of this. You will see thousands of these circulars covering the ground, and no person takes one except, it seems, to see how quickly he can drop it. And it is generally those merchants who do not use a newspaper that thus waste their money.

If, then, you decide to advertise at all, I would recommend you to do so through the newspapers, as being the most effective means of reaching people. Your object in advertising will be to draw people to your store and gain their trade. To do this you must make your advertisements attractive so that people will read them. This is a difficult matter and will require considerable attention; in fact, there is more ability, of a peculiar kind to be sure, required to present in an attractive manner the varied stock of a retail store, in the right season, than in any other department of a store. But writers of good advertisements are scarce, and therefore you have a chance among the others, and may improve on them. Do your duty here as everywhere else.



Determine how much money you can afford to spend in advertising, and then make a contract. Unless you intend to advertise continuously it is hardly worth while to do so at all. Spasmodic advertising is of little avail. You want to keep your name and goods always before the public and by and by they will recognize that you mean business.

THE MAIL Newspaper Advertising Agency is noted for the tasty, striking advertisements it gets up for its patrons. The Agency inserts advertisements in newspapers all over the world at Publishers' best rates. Address, THOMAS W. DYAS, Manager MAIL Advertising Agency, Toronto, Canada.



ADVICE TO ADVERTISERS.

Well written, truthful announcements, properly displayed, ed, bring safe returns.

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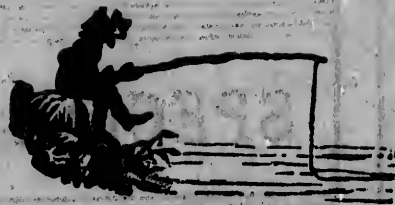
Advertising is to business what food is to existence. It should be regular, adequate and varied.

An experienced man said recently: "There are but few lines of business in which success can be attained without the aid of newspapers. There is nothing so effective in presenting the merits of an article as an attractive advertisement; it reaches many people whose attention cannot be commanded in any other way, and who are finally influenced by the repeated announcements of the persistent advertiser."

The Advertising Agent is looked upon as an expert, to whom the business man goes for service; he is supposed to, and should be, thoroughly posted on all newspapers—which to use, where to use them and just what it will cost. This is his legitimate province, acquired by special training during years of patient study.

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THE MAIL ADVERTISING AGENCY inserts advertisements in newspapers all over the world at Publishers' Lowest Rates. Advertisements written, estimates of cost given, advertisements checked as inserted. Address, THOMAS W. DYAS, MANAGER MAIL ADVERTISING AGENCY, Toronto, Canada.



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