

PAGES

MISSING

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.

The MacLean Publishing Company

LIMITED

Publication Office, 10 Front Street East, Toronto

Montreal Winnipeg Chicago New York London, Eng.

The Strongest Medium In Canada, without exception

is LA PRESSE, Montreal's great French daily. Those who are best acquainted with the Canadian advertising field, especially Quebec province, know that there is one medium they *must* use, if they are looking for the best results. This is LA PRESSE, the paper that has

The Largest Circulation In Canada, without exception

In point of circulation, there is absolutely no comparison between LA PRESSE, with its 100,000 daily, and any other Canadian newspaper. As a producer of results, LA PRESSE excels all other papers as far as it leads them in circulation. Most advertisers consider the use of any other French newspaper in Montreal simply a duplication of circulation and expense.

La Presse

makes no vague statements or indefinite claims. Its circulation, stated in plain figures, and the testimony of hundreds of advertisers who use its columns year after year, are sufficient proof of the supremacy among Canadian newspapers.

Economic Advertising

T. Johnson Stewart

Editor

ADVERTISING RATES.

	1 month.	6 months.	12 months.
1 page	\$20.00	\$110.00	\$200.00
1/2 page	12.00	60.00	120.00
1/4 page	7.00	36.00	70.00

Subscription price, \$1.00 per year, 10c. the copy.

Vol. 2.

Toronto, October, 1909.

No. 2.

Straight Talks

ART IN ADVERTISING.

IT is just beginning to dawn on big successful advertisers that art has usurped the place of good strong selling copy during recent years.

There are those who still maintain that design is the important thing about all advertising—the allied trades or professions make this inevitable. But, men capable of analyzing the effect of all sorts and conditions of publicity will admit that “advertising design” has become too large a factor and solid, truthful, interesting talk about the goods too small a factor.

The man who attracts most attention on the road is seldom, if ever, the best salesman. The legitimate work of the artist in advertising is to illustrate the story told. The illustration or general design, which makes the mind wander away from the facts of the story, is imperfect.

The artist too often makes it his business to outshine the copy writer and of course that is not his business at all.

American ad-men in particular have paid too much attention to design during the last decade. It has been allowed to usurp too much of the advertising field. It

obtrudes itself on the eye, forcing attention to itself instead of rivetting in the mind of the reader the facts contained in the copy.

It would be easy to pick out at least two Canadian campaigns being carried on at present where the ad writer has been compelled to fill in arbitrary designs. This is disastrous. It is not our intention to belittle the work of the artist. That it must be relegated to its proper sphere is evident.

The campaign, wherein art predominates, may be effective. It may create the buying impulse—does sometimes actually sell goods. But it is at least reasonable to assert that a strong selling argument logically arranged and illustrated would sell more goods.

A POINTER FOR CANADIAN ADVERTISERS.

The biggest and most successful American advertisers, manufacturers whose appropriations are handled by big American agencies in the States, place their Canadian business through Canadian agencies. Why? For the simple and conclusive reason that these experienced advertisers know very well that the practiced Canadian agent knows more about conditions in this Dominion than any American agent is likely to know. The practice of notable American agents is to place the Canadian business of their clients through Canadian agencies. This is merely an evidence of the business sagacity of the American advertising agent. The problems of the United States field are big enough and broad enough to tax the ingenuity and resourcefulness of the ablest men in the business. They haven't the time to master conditions governing foreign markets in their entirety. And therefore they place the Canadian business of their clients through Canadian agents. The inference is plain.

ADVERTISING—A NATURAL LAW.

When Lord Rosebery said "Advertising has become

the law of Nature in the twentieth century," it is more than possible—indeed it is quite probable—that he did not realize the significance of his remark. Commercial success lies along the line of least resistance. Advertising creates a magnetic force that no saleable, high-grade article can withstand. The line of least resistance for the merchant and manufacturer, who would reach the success goal, is the advertising way.

Strange, is it not, that the layman should recognize the effectiveness of advertising so much sooner in many instances than those whose commercial success depends solely on a liberal and judicious use of printer's ink? Whatever our attitude towards advertising may be, the stress of competition makes it an absolutely necessary element in every sagacious business policy.

THE WHOLESALER INDISPENSABLE.

"The jobber has been a success because he has been the salesman, but now that the manufacturer wants bigger profits he's taking the business which has been done by the jobber."

Ten years ago business systematizers were going to obliterate the jobber—squeeze him out of the scheme of distribution entirely. But the reports of the jobber's exit from the scene, like Mark Twain's death, were greatly exaggerated. In quite a number of lines the crowding out of the wholesaler goes on merrily because the manufacturer sells direct to the dealer. The middleman must go where he is not a necessary link in the distribution of the world's merchandise.

Consumer advertising has made scores of manufacturers very independent gentlemen. But—big wholesalers scented this trouble years ago and as a result they have pushed their own brands so that the changing conditions have not affected them very seriously, except to increase their competition.

Under present conditions the jobber who wants to

succeed must either adopt a trade-mark and buy his goods in the open market, or he must have his goods manufactured for him by contract; then he practically becomes a manufacturer himself.

Some wholesalers have fortified their position during recent years by aggressive if somewhat unscientific advertising. They have kept pounding away at the dealer with circulars and follow-up letters as well as trade paper advertising, but just how much of their success may be attributed to this eternal hammering cannot be definitely stated. However, it is quite apparent that the wholesaler's position is more impregnable to-day than ever before for the very simple reason that he and all his facilities are required by the manufacturer and dealer alike.

The article on wholesale consumer advertising appearing on another page of this issue, should be interesting to every Canadian jobber.

THE VALUE OF A TRADE-MARK.

The value of a brand is absolutely determined by the knowledge the consumer has of it. Therefore, the value of Canadian wholesalers' brands is little since they are not known to the consumer. However much the retailer might be inclined to push the special lines of his favorite wholesaler, he can make very little impression on the customer who comes to his store to buy the advertised article. And it would be poor business policy to even try. Besides, the merchant prefers to sell the advertised article all the time because it *is* advertised.

PAUL JOHNSON ON THE JOB.

Paul Johnson's returned from the frozen North, looking chirpier than ever. The next issue will be brightened, illuminated, lit-up by an article from his facile pen, entitled "The Laplander as an Advertiser." He dictated the Fillers for this issue. They are copy-righted. He

*So it
worth
while to
advise
our
makers*

closed the seance by declaiming Commander Peary's beautiful and touching ballad:—

“The girls who dwell in Labrador
Don't give the frozen mitt.
The maidens coddle all the more,
The further north ye git.”

“When Bishop Berkley said ‘There is no matter’ it was no matter what he said.”

If a man wants to forge ahead in this world he must keep his colors flying all the time.

If you want your fair share of this world's goods, hustle like Hamiltonians and advertise.

The salesman who does not believe in advertising has about as much business on the road as a chorus girl has in the pulpit.

Eve was the first advertising man. Being an amateur, she led Adam a merry dance and promptly exhausted his bank balance.

The men who gets there never looks as if he were in a hurry. Unless there's grey matter directing the hustle the hustle is merely escaping steam.

There is a tide in the affairs of the shrewd advertiser which, when taken at the flood, leads on to fortune. The amateur finds the same tide leading to—God knows where.

“Turnips should never be pulled. You should always climb the tree and shake them down.” Despite Mark Twain's reputation as a sage, it is a sign of business sagacity to pull *your* goods through the dealer's store—right off his shelves—by judicious consumer advertising.

Total U. S. Imports for 1908, \$167,035,947. Why?

All That Against a Stiff Duty in Favor of the Domestic Manufacturer. Also in Spite of the Preference Extended to British Goods. The Knowledge We Have of American Manufactures—A Rational, if Partial Explanation.

THE Briton has finally discovered that preferential tariff is not the open sesame to the markets of the Dominion so many politicians and a few statesmen suppose. The London *Daily Mail* has a special commissioner in this country for the purpose of gathering information "as to why the United States and other foreign manufacturers figure so largely in Canadian imports, while, in view of the tariff preference, British imports seem so small."

The following table is copied from the *Globe*, Toronto, for the sake of lucidity:

CANADA'S PURCHASES FROM THE UNITED STATES.

Agricultural implements	\$ 1,902,642
Animals	2,603,135
Books and printed matter	2,448,175
Brass and manufactures of brass	1,436,851
Breadstuffs	6,677,166
Cars, autos, etc.	3,137,065
Chemicals	2,765,876
Coal, anthracite	13,543,968
Coal, bituminous	16,730,450
Coke	1,433,392
Copper	2,292,739
Cotton, manufactures of	9,328,878
Fibres	1,721,695
Fruits and nuts	3,860,807
Furs and fur skins	1,618,993
India rubber, manufactures of	1,156,825
Instruments, scientific	1,708,751
Iron, manufactures of	37,922,712
Leather, manufactures of	2,674,772
Meat and dairy products	3,653,596
Oils	3,063,540
Paper, manufactures of	2,304,652
Seeds	1,002,592
Tobacco	1,792,530
Wood and manufactures of	9,081,391
Totals	\$167,035,947

It is hard to believe that a man of Lord Northcliffe's business sagacity does not clearly perceive the reasons that cause Canadians to buy so largely from Uncle Sam without appointing a special commissioner for the purpose of finding out.

There's a physical or geographical reason. Obviously we can buy what we want in the United States and have it delivered much quicker than if we bought in the British market. While some British products may be better in quality the average citizen does not know anything about that.

Then few British manufacturers realize the big buying capacity of the Dominion. They do not seem to realize that our buying capacity is increasing by tens of millions annually. Americans practically capture a market by storm. That's not British tactics. The American is daring. The Briton is cautious. This explains, in some degree, why the big Republic is the first commercial nation of the twentieth century thus far.

The real explanation of the Dominion's big consumption of U.S. goods lies in this item:

“Books and printed matter—\$2,448,175.”

It's the printed matter that turns the trick—the periodical and magazine advertising imported from the States. The average Canadian is far more conversant with American than British publications. American advertising appeals more forcibly to us than British. Imagine the immense amount of money we pay annually for American periodical literature! It is impossible to think that the constant bombardment of American advertisers through American publications is not effective. The imposing array of our imports from the United States goes to prove that it is.

What about the Canadian manufacturer? While we're willing to extend a cordial preference to British products, the English manufacturer cannot expect us to buy goods we know nothing about. But—if the methods

of British manufacturers are somewhat silent and sleepy what can be said in favor of Canadian manufacturers who so timidly support Canadian publications—the *only* publications that *can* compete in Canada with American periodical literature, as far as creating the buying impulse is concerned.

Is it utterly impossible for the Canadian manufacturer to reduce imports? Buy abroad we must. But it is reasonable to assert that when we're buying almost \$38,000,000's worth of iron manufactures abroad annually we are not producing all we could. And what's the matter with our leather manufactures? Cannot we shoe our own people? Surely we could; but there's only one Canadian shoe that the average citizen knows anything about. And he knows lots about at least a dozen brands of American shoes.

Should we import millions of dollars' worth of animals, or breadstuffs, or automobiles? Should we not get busy in British Columbia, where the best fruit lands on the continent are, instead of importing almost four million of fruits and nuts from the States? Just imagine Canada importing a million and a half dollars' worth of furs from the States! And the comparative silence of our fur manufacturers!

Canadians are generous buyers. They have more to spend per capita than any other people on earth. While Canadian manufactures cannot meet the demands of the



Suppose Men Had the Say

Suppose men ordered the food, or that men were the cooks. Let us look at the facts about pork and beans and judge what the men would do.

To bake beans at home means some seven hours of waiting, and boiling and baking. Men would never do that. It means a hot fire, wasteful for hours. Men would never do it for the cost of the fuel!

Then the recipe must be exact at once else they can't keep them on hand for an opportune time, but after nine o'clock they die on a stove.

The top half's are stopped, and the middle ones empty and broken. That's all due to one heat.

And the rest are not half-baked—most undesirable. Not had enough heat is applied. The result is our kidneys and liver get.

How long would the average man bother to make such an unwholesome dish?

Suppose at once, after finding this out, should read one of these ads of Van Camp's.

He would learn that Van Camp's are made in steam ovens, at a cost of 20¢ apiece. That heat breaks the

particles on the digestive juices can't. The beans don't ferment and form gas.

The steam oven steers the beans underdone. The beans are empty, get on the whole. And the steam never so baked into them as give a delicious taste!

What would a man do when he steamed these facts and compared them with home-baked beans?

He would buy Van Camp's and try them. If he found them so good as we claim them to be, he would buy a steamer oven at a time.

He would keep them on hand. And whenever he wanted a meal in a hurry he would have it on the pantry shelf.

For a man would not be bound by tradition. He would have no old ways to overcome and forget. His idea would be to get the best possible dish in the easiest way that he could.

So with you, Mr. Housewife, if you'll once compare a can of Van Camp's with any other beans that you know,

Van Camp's
PORK AND BEANS

Beans are 84 per cent nutriment. That's more than you get in sirloin beef which costs three times as much. It's a pity to spoil such food.

Our tomato sauce is made with whole tomatoes, ripened on the vines. They are packed when the juice fairly sparkles. It comes in five sizes, most common size 4 1/2 oz. Beans, when prepared in this neat way, form Nature's choicest food. Compare them with other brands. Compare them with home-baked beans. Then do as your judgment tells you.

Three sizes 10, 15 and 20 cents per can.
Van Camp Packing Company Limited Indianapolis, Indiana
A Good Ad.

home market, yet it is a certainty that aggressive advertising of domestic products would cut down our imports by a considerable margin.

The ultimate wealth of the Dominion will depend in no small measure upon the attitude of our manufacturers to advertising. While we remain bashful or too dignified to make a reasonable and judicious use of printer's ink, our imports will go on mounting up. The main reason why Canada bought \$167,035,947's worth of American manufactures last year lies in the fact that while we know much about United States products we know very little about many similar products "made in Canada."

Advertising will never wipe out our imports. It certainly will reduce them. Since the preference has failed to save the Dominion markets for British manufactures when competing with well advertised American lines, isn't it about time for the domestic manufacturer to show his hand—tell the people of this country exactly what they want to know and what they should know about his goods?

The man whose faith is built on the rock-bottom of reason is *always* an advertiser.

The practical advertiser is the coolest of scientists. He *does* things because he knows the reason why.

When an American millionaire toots his fair daughters all over Europe in a big touring car—that's advertising. Although the girls get what they want "It" sometimes doesn't pay.

You have heard of a man failing in business. He starts again and succeeds. Because an advertising campaign fails, or seems to fail, is no logical reason for a belief in the futility of advertising.

Current Advertising

Being a Few Gentle Remarks and Mild Criticisms for the Good of the Cause. Samples of Good Advertising will be Carefully Considered and Commented on in this Department.

THE old Scot who declared that all whiskey was good, but some of it better than others, might have said the same thing with equal force about the ad-

vertising of the beverage. The Corby ad is a great improvement on most whiskey advertisements. We are safe in predicting that if Corby's whiskey is as good as this advertising the present newspaper campaign will prove effective. The generous offer of the distillers lends considerable strength to the copy. Indeed, some will think that the ad writer has not taken full advantage

MAKE US PROVE IT

A Man is often known by the hospitality he dispenses.

You cannot afford to slight your guests by offering them a characteristic beverage.

Proclaim your cultured taste. Serve Corby's "Special Selected" Rye Whisky.

No other Whisky can give such warmth to your hospitality.

Corby's "Special Selected" is the "De Luxe" Whisky of the Century. It marks the spot where progress halts. Science, Skill and gentle Care cannot improve it.

Exceptional age, quality and purity are merged into a defensible favor that lingers long and brightly on the palate of the connoisseur.

Our greatest boast is that no matter how much you pay, not how particular you are, you cannot possibly buy a better Whisky.

The other day our distiller said "If every man in Canada once tried Corby's "Special Selected", the distillery would be half as good."

This gave us an idea—to make it easy for you to put the burden of proof on us.

"For up 100,000 sample bottles" we said, "and we will undertake to distribute them among 100,000 men who are open to conviction".

The miniatures are exact replicas of our quart bottles, even to the distinctive stamp, which bears the Government guarantee of the age of the contents.

They are the proof we offer that Corby's "Special Selected" is the best of all Rye Whiskies.

We are now ready to make good our claims.

Send us on a Postcard your name and address with the name of your dealer, and we will arrange for him to deliver you one of these sample bottles free. You will be pleased with it.

Then prove the quality to your own satisfaction.

We will abide by results.

Address: The Managing Director, H. Corby Distillers Co., Ltd., Montreal, P.Q.

CORBY'S OF CORBYVILLE. For Over Half A Century.

25

of Corby's generous mood. An exact replica of the miniature bottle would have made this ad more attractive and at the same time cleared away the mists that hang about this "show me" proposition. "Make Us Prove It." What are you going to prove? Don't have us digging deep into the ad before we know your problem. Tell us at the beginning. However, this advertising as it stands is good and strong enough to put it up to Corby's whiskey. The sales will depend on the quality of the beverage.

There are now four claimants for North Pole honors.

Mr. Dooley puts in a reasonable claim for the medal. He says that both Cook and Peary are untruthful—



The dash from the North Pole by Peary and Cook with the spoils. Save the coupons for premiums. White Swan Washing Powder is guaranteed as the best soap powder manufactured. Sold by all good grocers everywhere. Send for catalogue of premiums. It is free. B. C. Soap Works, Victoria.

qualifying the statement by calling them natural born liars. But—the advertising man of the B.C. Soap Works throws his cards on the table face up. He did not bury his data beyond Etah. He brought it right along. And you'll perceive that he didn't forget his Eskimos.

A good deal might have been made of this idea. An art critic declares that the illustrations are good. Perhaps they are; but one might be forgiven if one failed to notice any particular beauty about them. We're glad that only a tattered flag of White Swan Washing Powder was found on the rim of the world. Had the Vancouver man discovered a Caledonian Club up there it would have only destroyed the illusion of the serene and unvarying shrewdness of the Scot.

It is quite possible to advertise ranges differently and better. You'll remember the famous Pandora series of last year, wherein the ladies of the Dominion took off their hats to the McClary range. The big manufacturers have at last realized that advertising means something much more than a brilliant and unique idea. They now use good strong selling arguments. The Pandora ad shown is one of the series of excellent advertisements now running in the newspapers. It talks cooking capacity. The series comes very near proving that the

Cooks on top of the stove, bakes in oven at same time

You can cook over *gas*, get hot and take in Pandora *heat* at same moment get exact results. That's because cooking gas is also baking gas. Therefore we constructed the heat passes directly under every pot-hole and around oven *heat* before passing up chimney. No wasted heat—instead fuel does double duty saving Pandora owners both time and money.

Would you not like to be a Pandora owner?

McClary's Pandora Range

Pandora range is the best cooking apparatus in Canada.

The Imperial Oxford ad, on the other hand, certainly fails to do justice to the Gurney range. The illustration has been conceived by a man who has never given a moment's thought to the reasons that appeal to a housewife—the causes that influence a sale. The artist has defeated the object of the ad writer. The writer wishes to impress his readers with the fact that an Imperial Oxford range is easily kept clean. The first thing that a woman would infer from this illustration would be that the Imperial is difficult to keep clean. She'll notice the nickel parts lying about and that will be sufficient

for her. But—should she read this ad through she would hardly decide in favor of the Imperial Oxford anyway. Because there isn't a single selling argument in the whole ad. "Beauty and Brightness" do appeal to women. But the caption is so blurred here with useless lines that one cannot make it out without an effort.

The
HARTT
Shoe

It Beats

DREAMING OF BRILLIANTNESS

OF A LASTING QUALITY ASSURED WITH EVERY



IMPERIAL OXFORD RANGE

"The Nickel lifts off—Clean it with the silver" Is'at that a great convenience? When preserving or on wash days, just "Lift" off the Nickel Parts—T will always be like new—Just a light rub keeps it brilliant. That's but one of the many Splendid Features you'll find in the—Imperial Oxford Range. Call on the nearest Gurney-Oxford Dealer, he can certainly give you convincing evidence about a practical range, the kind you want and must have.

The Gurney-Oxford Stove Stores
 269 Queen St. W. 231 Yonge St.
AND ALL LEADING DEALERS

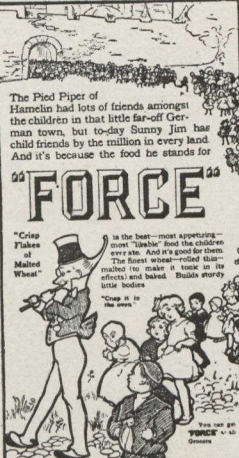
The kindest critic would find it hard to pass any favorable comment on this Hartt Shoe ad. It is purely and simply a waste of space. A popular, or well known phrase may be sometimes paraphrased effectively. In this case the paraphraser has managed to effectually hide his meaning. But this is just the kind of ads brilliant minds will sometimes evolve. They can't help it. Now, this same Hartt Shoe has several

outstanding characteristics. These could be translated into strong selling arguments. The Hartt Shoe may beat clogs or snowshoes in "the good old summer time." It may beat dancing pumps in the frozen north. But we do not know. It's a dark secret. The Hartt Shoe beats a mysterious something, but it would never do to let shoe buyers into the secret.

Sunny Jim is risen from the dead. His resurrection was not anticipated. Long ago the sweet reasonableness of Matthew Arnold caused us to firmly believe that miracles never happened and do not happen now. But—how account for the reappearance of Sunny Jim? The "Force" people surely have forgotten the dictum of Abraham Lincoln—"You can fool some of the people all the time. You can fool all the people some of the time. But you cannot fool all the people all the time." As an advertising possibility Sunny Jim is a tremendous fraud—a colossal hoax. He's the most improvident figure in the advertising world. Sunny Jim never induced anybody to buy Force. The silly drivelling copy

wrapped about this quaint figure is in harmony with his idiotic appearance. "Buy Force—crisp flakes of malted wheat"—these words have sold all the Force that Force advertising ever sold. Sunny Jim should be sunk into oblivion for all time. He is merely representative of the earliest efforts of the modern advertiser.

While there is nothing wondrously attractive about this Floorglaze ad, The Imperial Varnish Company know it to be paying publicity. It is just probable that the body matter of the ad is too much broken up with illustrations, but that is merely an opinion. The claims made



The Pied Piper of Hamelin had lots of friends amongst the children in that little far-off German town, but to-day Sunny Jim has child friends by the million in every land. And it's because the food he stands for

"FORCE"

"Crisp Flakes of Malted Wheat"

is the best—most appetizing—most "digestible" food the children ever ate. And it's good for them. The finest wheat—malted then—malted to make it stick in its cracks and baked. Builds every little body.

"Crup it is the best."

THE LITTLE BOYS
OF
GERMANY

Floorglaze
The Perfect Floor Finish

Floorglaze is not a paint. It is an enamel that can be washed clean with soap and water. It cannot be rubbed off. It is so durable that it can be used in such places as the kitchen, bathroom, and laundry, where it is impossible to have the floor repainted.

Floorglaze gives a finish to floors that is more beautiful than any other. It wears better than a painted floor. It is more sanitary than a painted floor. It is the most economical floor covering available.

FLOORGLAZE ENAMEL

The Perfect Floor Finish

ONE WAY TO SAVE WORK

It is the only floor finish that can be washed clean with soap and water. It cannot be rubbed off. It is so durable that it can be used in such places as the kitchen, bathroom, and laundry, where it is impossible to have the floor repainted.

The Imperial Varnish & Color Co.
Toronto - Canada

for Floorglaze must appeal forcibly to all cleanly housewives. These claims are reasonably and convincingly presented and we can readily believe in the effectiveness of this kind of advertising.

Dress, a magazine for men, illustrating the new 20th Century brand, and published by The Lowndes Company, Limited, of Toronto, is one of the most attractive style books we

have seen this season. It is something a great deal superior to the ordinary style book and easily deserves the title of magazine. The chapter on "The Importance of being well dressed from a Social and Business Standpoint" is strong, convincing advertising. The work of the artist is also highly commendable.

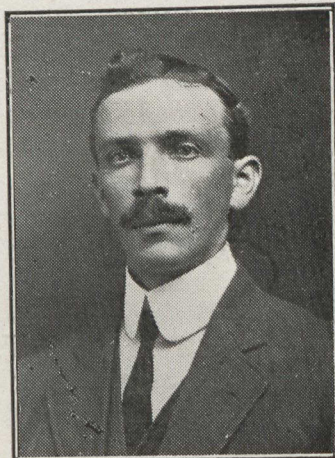
"Miss Remington explains the New Model No. 10" is the title of a new booklet being distributed amongst business men by the Remington Company. For condensed clarity Miss Remington's description of the "points" that sell this excellent machine would be hard to beat. The young lady declares: "The New No. 10 Model has all the splendid points that my old Remington had and a dozen others that no writing machine has ever had. Certainly I will be glad to tell you all about the New No. 10." The book is handsomely illustrated and we may safely assert that Miss Remington will prove to be the most effective "Salesman" the big typewriter company ever employed.

All men have their price, excepting Montreal aldermen and Chicago copy writers.

About Men and Publicity

DURING the past few weeks several changes have taken place in the personnel of the staff of some of the Montreal newspapers. Among these is the appointment of W. J. Healy to the advertising staff of *La Presse*, Montreal's big French daily.

For the past five years Mr. Healy has been associated with the advertising interests of the Montreal *Star*, where, among other things, he has had charge of the department of advertising promotion. He is now taking charge of a similar department recently organized by *La Presse*, whose commanding position in the French field parallels that of the *Star* in the English field. Modern methods of publicity, applied to the marketing of that most valuable commodity—advertising space—are coming to be considered quite as necessary in the case of a large newspaper, as an advertising department is to a large manufacturing concern. Mr. Healy brings with him a wide knowledge of these methods, as well as of the general advertising field, and his efforts, applied to a strong medium like *La Presse*, give every promise of a large measure of success.



The Montreal *Witness* office was badly damaged by fire on the evening of September 23rd. Temporary quarters have been secured in the office of the Montreal *Gazette*. It is pleasing to note that, even while the fire

was raging, the publishers of the *Witness* received offers of assistance from the proprietors of practically every paper in the city, French and English alike. The progressive management of the *Witness* may be expected to be back in a thoroughly renovated or an altogether new building at the earliest possible date.



Mr. J. H. Woods, managing director of the *Calgary Herald* spent a few weeks east last month and purchased a large quadruple press. Things are going some in Calgary.



Mr. H. Gilbert Nobbs, Holbrook's manager for Canada and the United States, returned last month from a three months' trip to Great Britain and Europe. Mr. Nobbs has made a big success of Holbrook's on this continent and now ranks amongst our big national advertisers.



An important meeting of the Directors of Canadian Billposters and Distributors Association was held in the Windsor Hotel, Montreal, in September. It was attended by Messrs. Tom J. Naylor (President), Deseronto; W. W. Scane (Secretary), Chatham; C. C. Lindsay, Winnipeg; E. L. Ruddy, Toronto, and A. Jacques, Ottawa.



Mr. Walter Gunn's (of *Canada West*) announcement of his Eastern trip in the last issue of *ECONOMIC ADVERTISING* has proved satisfactory and effective. Other Western managers undoubtedly would find a similar announcement equally gratifying.



Mr. Austen Briggs joined the staff of J. J. Gibbons, Limited, some time ago. Mr. Briggs will conduct the copy department of the eastern office of this agency. His experience should make him a valuable man.

Wholesalers Who are Important Advertisers

An Article from Printer's Ink That Every Wholesaler in the Dominion Should Read. The Success of Lord & Taylor's Aggressive Advertising Tactics Clearly Explained by Their Advertising Manager.

JOBBERS and wholesalers have been much criticised for stagnancy and worse ever since advertising has become a strong manufacturing policy. Among the hundreds of large and important distributors there have been few who realized their exceptional advertising opportunities.

Jobbers "brands" there are by the thousand—but they are branded more for trade identification than for the consumer's edification. What is a "brand" to a consumer when he has no further information?

Considering that the wholesale distributors represent the selling end of manufacturing to a considerable, sometimes entire extent, it is most surprising that they have not realized their strategic position. Since a trade-mark means a standard of quality rather than mere making by any particular manufacturer, the wholesalers have had in their hands an enviable chance to create the standard of quality through a consumer trade-mark and secure distribution for it through their own organization. Manufacturers who are willing to sink their own individuality and make the goods can always easily be found.

However, there are a few conspicuous exceptions among wholesalers to the general semi-antagonism and miscomprehension of advertising. Among these are Lord & Taylor, New York, who are wholesale distributors, de-

partment store owners, and local and general advertisers, all in one.

It was rumored during the tariff controversy that Lord & Taylor, importing a quarter of all the hosiery coming to the United States, would be hard hit by tariff restrictions, and that advertising would be curtailed. On the contrary, Lord & Taylor say they expect to import more fine hosiery under the new tariff than under the old, and consequently to advertise also more extensively.

“‘Onyx’ hosiery has been on the market for twenty years or so,” says George A. Weinman, advertising manager. “‘Merode’ underwear is approximately ten years younger. The business in each started in a small way and has grown to enormous proportions. Every indication is that present sales of about \$7,000,000 in both specialties will soon be left far behind.

“Our trade in these two branded textiles has been built up entirely as the result of persistent advertising and strong sales organization. What has been accomplished, of course, could never have come to pass if we hadn’t had something of real merit to advertise and sell. Having the merit, it has been judicious, continuous advertising that has been the chief factor in Lord & Taylor’s success.

“The first advertising of ‘Onyx’ hosiery was done in a very small way in 1887. We then used a little space in the *Dry Goods Economist* and the *Dry Goods Chronicle*, our entire advertising expense not being more than \$17 to \$50 a week. About 1891 or 1892 we got up our courage and actually spent as much as \$4,000 on various forms of advertising. This was altogether to the trade, mostly in the form of electrotypes for dealers’ use, circulars and other trade helps.

“In June, 1895, Lord & Taylor contracted for space in the *Ladies’ Home Journal* for ‘Onyx’. This was the concern’s first magazine advertising. Since then the use of magazine space has gradually expanded until a very

large part of the present annual advertising expenditure of from \$100,000 to \$125,000 goes into mediums of this character. Newspapers have never been used for our national advertising, although many dry goods merchants scattered throughout the country have from time to time given publicity in their newspapers to our brands.

“We have no stated advertising appropriation. Close track is kept of the amount of business done from month to month and the advertising is governed accordingly. The more business done in our brands, the more they are advertised. We have no special plan of campaign, generally speaking, but are always looking for new ideas and using them for the best results when we find good ones.

“When the ‘hard times’ came a couple of years ago, and business concerns everywhere began to retrench and lop off expenses wherever they could, the question whether their advertising outlay should be materially cut down arose with Lord & Taylor, as it did with hundreds of other large advertisers. The caliber and the progressive, aggressive character of the management speedily evidenced itself, however, in a decision not to decrease, but to increase, the advertising.

“Instead of slowing down, the advertising department put on ‘full steam ahead.’ Every dollar that could possibly be got for adding to the pulling power of the house’s publicity was placed where it would do the most good. The result more than justified the course taken.

“The consequence was,” declares the concern’s advertising manager, “that the difference in ‘Onyx’ and ‘Merode’ sales between our banner year and the worst year in recent business history was practically infinitesimal. Actually our falling off was less than three per cent. This was at a time when many wholesale establishments were suffering a loss of trade, not infrequently as much as 50 per cent. Is it any wonder that we are believers in advertising?”

When the brand was first put upon the market and

for some time after that, all "Onyx" hosiery was imported. A large proportion of the goods still come from abroad, Lord & Taylor being the importers of 25 per cent. of all the hosiery brought into the country. A good deal of high-class hose manufactured in America, however, is now sold as "Onyx" and a large part of the total sales under the brand is made up of domestic goods. "Merode" underwear is an exclusively American product. As a result of its extensive advertising it has made considerable progress even in the conservative London market. It has been made a leading line at Selfridge's big store, where it has been attractively featured in window displays and otherwise.

Persistent general advertising and good salesmanship have made these brands immensely valuable to the New York concern, which now proposes to "cash in" still further on the advertising and trade-mark value of the goods by getting better class retail dry goods merchants to go down into their own pockets and defray part of the cost of local advertising.

"You would not expect to get much heat out of your furnace by filling it with ice, nor can the dealer who refuses to advertise well-known brands expect better results," say Lord & Taylor to the dry goods merchant. "Of what use is it to stock your shelves with goods of special value, and not tell the public about it?"

Various expedients are used to bring the dealer to the advertising point. One of these is a plan by which the wholesale house, in order to get the merchant started in advertising, sometimes helps to pay for the advertising.

In their special campaign to lead the dealer by gentle and easy stages to advertise their hosiery and underwear, Lord and Taylor do not stop at merely helping out with the newspaper publicity plans. The concern has been using for several years in the New York city street cars a series of striking car cards. To retailers in other cities desiring to take up street car campaigns, these

cards or others like them are furnished free of charge in such quantities as may be desired, the dealer's imprint being printed on each.

"I don't know of a better 'clincher' for magazine advertising than good street car advertising," says Mr. Weinman. "If you are trying to reach women, they are especially effective. Women generally take in everything that is to be seen in a street car anyway—first the men and women in the car, then the advertising signs. And if there has been any little change in a card or a design—it doesn't make any difference how small—a woman will be pretty sure to notice it."

Be sure the goods are right, then, sling printer's ink!

✻

Artists, parsons, poets, doctors and lawyers are licensed to lie—otherwise advertising men would like to be known as professional men.

✻

The craving for an unearned increment is an awful thing. I once knew a young man who advertised for a rich old party of the feminine gender and got her.

✻

They *are* selling docked baboons at Selfridge's, in London. And yet one meets a man occasionally who declares that advertising doesn't pay.

✻

There's a tombstone maker in Toronto who has started an aggressive advertising campaign—direct appeal stuff at that. Talk about your monumental nerve!

✻

Opportunity may knock at every one's door once or twice in a lifetime. The advertiser collars opportunity every day of his life.

✻

Young men, get ad wisdom! Woo the goddess of publicity ardently. She only loves those who are determined to succeed.

Advertising a City

*An Interesting and Instructive Article
by Percy F. Godenrath. The Progressive
Methods Adopted by Vancouver
Tourists' Association for the Purpose
of Exploiting the Terminal City.*

TO charter an ocean-going steamer, the Rupert City, and engage a regiment of citizen soldiery for the purpose of dedicating an arch in a neighboring city of a foreign country was the crowning achievement of a series of brilliant publicity schemes carried out by the Vancouver Tourist Association at Seattle during the Alaska-Yukon-Pacific Exposition. No city on this continent has obtained, in the opinion of the writer, so much lasting advertising as the City of Vancouver, Western Canada's metropolis in the making. The citizens of Vancouver, when the proposition of advertising was first mooted by the Tourist Association, came loyally to its support, and within a few weeks raised twenty thousand odd dollars, as a guarantee fund to carry out the work of exploitation not only of the home city, but the whole of the Province of British Columbia.

The Alaska-Yukon-Pacific Exposition has several weeks more to run, but there is to-day not a business man in Vancouver who has not been visibly affected on the right side of the ledger by the substantial volume of new business brought to his store, his hotel, his livery stable, or his office as the case may be, and not only has the campaign proved an immediate financial success for the amount invested, but has placed Vancouver in the lime-light of publicity to such an extent that for years to come the work of the Tourist Association will be felt effectually. Crowded hotels, dozens of sight-seeing tally-ho's and big electric carryalls continually packed, and "S.R.O." signs at theatres and places of amusement—all testify

to the excellent work that has been achieved by the Association for the "Terminal City."

To enumerate the methods by which the Tourist Association attracted these visitors, investors and new permanent citizens on the one hand and heralded world-wide the name "Vancouver" on the other, there was primarily a liberal use of printer's ink, supplemented by the erection of a magnificent arch on the corner of Third and Marion Streets in Seattle, bearing the legend "Welcome to the Pacific Northwest, Vancouver, B.C." This arch was so centrally located in the Exposition City, and of such beautiful lines, that it attracted daily the attention of tens of thousands of pedestrians visiting the Exposition, besides being seen by other thousands of visitors from the street cars which passed the arch at the rate of eighty-four cars to the hour. Immediately adjacent to the arch, the Vancouver Tourist Association has maintained offices for the purpose of supplying literature and giving information to Exposition visitors to induce them to visit Vancouver before returning home.

Embraced in the publicity scheme was the preparation of scores of illustrated articles which were supplied to the press by the Publicity Department of the Alaska-Yukon-Pacific Exposition and printed as "news," and in its various publications, such as the "Fair That Will

We could sell Five Roses much cheaper—but under another name.

There are very many processes in FIVE ROSES milling
Each with individual complications
Having immense influence on the
"Final Result—"

To make or near to Quality

Said a Grocer—

"Yes, I believe FIVE ROSES flour
"is the best ever. But it's too dear
"for my trade. You see, my customers
"want a good flour costing—maybe
"maybe a dollar less than ROSES."

"Fit the price, and I'll fix the sales."
Well, we could fix the Price—sell
FIVE ROSES cheaper, even so much
cheaper

By cheapening FIVE ROSES

If we saved in wheat buying and
grinding, in separating and cleaning,
in polishing and grinding.

If we then added more "savings"
taken from good men's wages, taken
from quality in packing and postage.
We could sell FIVE ROSES, maybe
near dealer's here and there.

And it would sell like hot cakes at the
"Retailer's."
Because of Past Performance when it
cost More—when it was sold More.
When it was really FIVE ROSES,
not "near-good" flour.

And we'd never get a Repeat.
You'd never get a Repeat.

We'd look be living on a List Repu-
tion—

Like Living, Brother Grocer.

We'd no longer "be there with the
goods," neither of us.

Are you going to Risk your Busi-
ness or is Price Competition Real?
That's why the FIVE ROSES stan-
dard row) be lowered.

Because the confidence of our Retail-
ers and the Consumer in FIVE
ROSES stability is worth more to us
than Introductory Sales, which could
not be backed up with Results
Immediate Profit holds no Compensa-
tion for Lost Trade.

When you think of the high grade
material, the high grade men, the
care, and expense concentrated on
FIVE ROSES—

You forget the small difference in
Initial Cost.

You are not tempted by a Cut in Price
due to a Cut in Quality.

You feel a genuine interest in making
FIVE ROSES no more trade—speak
as though you expected us dead!

You feel it, Brother Grocer—and
agree and agree.

You have lost money and confidence
by not selling FIVE ROSES sooner.
But it is not too late to catch up
Is it, Brother Grocer?

LAKE OF THE WOODS MILLING COMPANY LTD.
MONTREAL

Makers of Five Rose Flour

A Good Trade Ad.

Be Ready," all containing crisp information on Vancouver.

In Seattle, one hundred stands of 24-sheet posters gave a continuous showing for four months offering sight-seers inducements to visit the neighboring British City.

Besides the publication of different pamphlets, folders, guides, the use of bill boards and large panoramic views, every week saw brief sketches on Vancouver in the leading Seattle dailies. The theatre programs too carried bright talks, and even the Tacoma "sight seeing" excursion tickets and the announcers were made good use of to advertise Vancouver.

Tourist and information bureaus of the various trunk railways entering Seattle, the Canadian, the Vancouver World, the Grand Trunk-Pacific Railway, and the Canadian Pacific Railway buildings at the Exposition grounds all carried printed matter setting forth the opportunities Vancouver has for the tourist, the investor, the manufacturer and the working man.

But the greatest feat of this campaign, which placed it in the sphere of an international effort, was the dedication of the arch on August 21st, and its presentation to the City of Seattle, the news of which was not only covered by telegraph in the press of the continent, but was featured in the daily papers in Seattle with illustrations. Hundreds of thousands of picture post cards of the arch have been sold by dealers, and in addition to the thousands that will be made by amateur photographers, will for many months carry on a quiet but effective campaign for the benefit and added glory of Vancouver.

The man to whose genius and ability for creating and carrying out so thorough and systematic a campaign the principal credit is due is Dr. Elliott S. Rowe, the energetic Secretary of the Tourist Association.

To the loyalty of those enterprising citizens of which the Vancouver Tourist Association is the guiding spirit

—the men who furnished the necessary sinews—every credit is also due, particularly to the President, F. J. Proctor, and his active associates, who backed the Doctor in this campaign of exploitation, which has placed Vancouver before the eyes of the people of two continents, and made it the Mecca this season of countless thousands of tourists, who in turn will go forth as earnest missionaries to preach the gospel of its intrinsic worth and future greatness.

The business man who does not prove the value of advertising for himself may look hopefully forward to oblivion.



There's just one bad thing about good advertising. It links us up with *the root of all evil* quicker than anything else in the world.



Uncle Sam's folks are a mighty people. They can lick the whole gol-darn creation—at some things. The North Pole may be consoling *in the future*.



A man may *seem* to be successful. His business may *seem* to be going ahead; but—unless he's an advertiser—his stability as a factor in the world of commerce is about as sure and certain as the stability of an ice palace.



Newspaper advertising costs too much for experimenting—it is mistaken economy to try it to-day and stop it to-morrow. The wheels of business should never stop and the whole machine is out of gear unless the big advertising wheel is always turning. A constant ad works all the time and charges no overtime. A good many men have yet to learn that anything that improves the appearance of the store, shop or factory, is good advertising.

Canadian Magazines

Being the Third of a Series of Articles on Canadian Magazines. The Development of the Magazine Marks a New Era in the History of the Dominion.

UNTIL a little over two years ago the mails of this country were overrun with printed matter brought in under the postal convention with the United States and carried free by the Canadian Government from one end of the country to the other. A large proportion of this mail matter has been described as worse than trash, and on this account Postmaster-General Lemieux set about relieving the Post Office Department of a grievous burden and the Canadian home from a most undesirable and dangerous influence.

The postal convention was abrogated in May, 1907, and American papers mailed to Canada had thereafter to pay the regular printed matter rates. Of course the same rule applied to Canadian publications mailed to United States points.

This action of the Post Office Department constituted the first modicum of protection extended in this country to the newspaper and periodical business, which previously was subject not only to absolutely free trade conditions, but was seriously handicapped by the fact that American productions, which had their first cost of editorial, art and mechanical work met by the home field, were only thus at an expense of extra presswork and paper to extend their circulation into Canada with all the prestige their larger home enterprise gave them.

With the slight advantage accruing from the equalizing of postal conditions, Canadian publications of the magazine type showed almost immediately a marked disposition towards recuperation and development. New enterprises were organized and older ones took a new lease of life.

It was owing to the opportune action of Postmaster-General Lemieux that the *Home Journal* emerged from an insignificant twenty-five cent periodical of uncertain standing to a twenty-eight page paper equal in contents, typography and illustrations to some of the brightest of its competitors from across the line. In a single year, notwithstanding the doubling of its subscription price, the circulation increased fifty per cent., and by the end of the following year it doubled. This fact is mentioned merely to show that the Canadian public were ready to respond to the policy of the Canadian Government of encouraging Canadian publication enterprise. It also demonstrated the fact, corroborated by many letters received by the *Home Journal*, and doubtless other Canadian periodicals, that the people of this country have begun to demand reading matter sympathetic in tone and spirit with our Canadian life and institutions. The very best of the literature that reaches us from the other side of the line, designed as it is for American readers, must necessarily contain a great deal of matter from time to time that is not only lacking in interest to Canadian people, but too often offensive in sentiment.

Notwithstanding the increase in postal rates, it is estimated that over half a million a month of American magazines still enter this country. This would seem to suggest that there is quite an extensive field for Canadian magazine enterprise still unoccupied.

Canadian manufacturers have an opportunity to demonstrate through Canadian periodicals and newspapers the efficacy of the "Made in Canada" appeal. The large imports of American and English specialties that reach Canada are to be largely credited to the extensive magazine advertising done by foreign concerns in the half-million publications circulating through the country every month. A campaign to make Canadian products known to the Canadian people through Canadian channels ought to cut down these imports considerably.

Salesmen and Advertising

A Letter from a Salesman and Comments Thereon. Letters from Salesmen will be Appreciated and Carefully Considered. The Names of the Writers will not be Published unless they so desire.

THE other day a droll letter reached the editor from a salesman. It is well worthy of comment. This is the gist of it:—

“Sir,—‘The House’ has been passing along your little publication for the last few months. Keep up the good work. Our people want all the business they can get, but —if they cannot get it in a *dignified way* they don’t want it. And they think that advertising is *not dignified*. They haven’t spent a dollar in advertising ever since I joined the sales force. They do not seem to realize that ‘The House’ must advertise, if we are to have any chance of holding our own on the road.”

That last sentence is important. The salesman is absolutely right. If he were up against personal appeal and *that alone* he declares that he could hold his own with the best on the road. “But,” he continues, “our competitors are aggressive advertisers. The dealer is compelled to stock the best advertised lines or lose trade. And we are losing ground—*our grip*, simply because ‘The House’ is too dignified to fight competition with modern weapons.”

It is certainly droll, although it is a serious matter for the salesman. But let us figure out in cold matter-of-fact language what the maintenance of “The House’s” *dignity* will mean from a purely commercial standpoint. Suppose there are three houses in the same line, “A,” “B” and “C.” “A” is an old established firm. A few years ago it seemed to control the field entirely. “B” and “C” have struggled through the primary stages of commercial existence unnoticed. The latter firms realize

The Globe

(October 1, 1909.)

ADVERTISING FOR SEPTEMBER.

As far as the advertising columns of The Globe may be taken as an index of business conditions, indications are that already the commercial world has got beyond what were considered the boom figures of 1906-07. The figures which follow indicate:—

First: That business in Canada is at concert pitch.

Second: That Newspaper Publicity in Canada is more popular than ever before; and,

Third: That The Globe is still, as it has been for sixty-five years, the head and front of practically every general advertising campaign conducted in Canada.

Advertising in The Globe for September.

	Columns
1906	1,297
1907	1,251
1908	1,104
1909	1,372

The above statement for the month of September is only one more indication of The Globe's increasing advertising patronage for every month of this year, as the following figures show:

	1908.	1909.
	Columns.	Columns.
January	1,081	1,175
February	1,180	1,199
March	1,091	1,284
April	1,104	1,331
May	1,105	1,405
June	1,209	1,428
July	1,042	1,323
August	1,047	1,215
September	1,104	1,372
Totals	9,963	11,732

An average increase of nearly 200 columns a month.

that their only chance for lasting success depends wholly on the adoption of progressive methods. They study the American field systematically. They perceive that the firms that are forging ahead south of the boundary are precisely the firms that invest a certain percentage of their net earnings in judicious advertising. "B" and "C" put on advertising campaigns in Canada. "A" smiles wisely in that good old dignified way. Nothing serious happens for a year or so. But finally the cumulative effect of "B" and "C's" advertising begins to tell. They make quite apparent inroads into the market that "A" supposed he had nailed down for all time.

But that is not all. "A"'s best salesmen agitate for advertising as an auxiliary to "The House's" selling organization. "The House" still remains on the dignified perch of custom and precedent. And its best salesmen desert—join forces with more progressive concerns.

Let's drop the curtain! The majority of Canadian business men are intelligent enough to carry out the analogy to its logical conclusion.

Old ideas may be preserved in solitude. When one mixes with the throng—enters the grim competition of commercial life one must adopt new ideas—new methods, or calmly yield the sceptre of business supremacy to more progressive rivals.

Modernism may cause consternation in the religious world. Study and adopt its theories *we must* in business affairs.

Only through publicity do men become great. Only through publicity can religious and political principles be advanced. Only through publicity can we let the whole world know of the magnitude, resources and possibilities of this magnificent country of ours. Only through publicity can we develop our industries and expand our commerce to their fullest glory and thus command tribute from all the nations of the world.—T. S. Fettingr.

Canadian Collier's Community

CANADIAN COLLIER'S subscribers are not the rich exclusively—and the poor cannot afford it.

Among its thirty thousand substantial homes are many mechanics and salesmen who have the desire and means to subscribe for the National Weekly. Every one of them lives at home. Their confidence in Collier's is also extended to Collier's advertisers.

This portion of Collier's subscribers may not be buying automobiles, yet they are constantly looking for household goods, wearing apparel, foods, and any other staples that will contribute comfort to their living.



E. C. PATTERSON

Manager Advertising Department
NEW YORK BOSTON CHICAGO

A. H. BLIGHT

Canadian Advertising Manager
47-51 King Street West
Toronto.

SOMETHING YOUR CUSTOMERS WILL READ.

Is your catalogue A REAL LIVE SALESMAN ?

Does your style book IMPRESS men and women—
CREATE the buying impulse ?

IS IT—catalogue or style book—A CREDITABLE RE-
PRESENTATIVE of the house ?

I can convey YOUR selling arguments to your probable customers—make them read, consider and believe in these arguments.

By simply writing a live story about your product. Or a humanly interesting document about the development of your business and your business methods.

Write "The Book & Catalogue Department,"
Economic Advertising, Mail Building, Toronto.

COBALT

Now is an especially good time to concentrate your fire on Cobalt.

THE DAILY NUGGET

will carry the story of the value of your goods to everybody in this rich and famous mining camp at a minimum cost. THE NUGGET is the *only daily* paper in the Cobalt district and has a guaranteed circulation of 10,000.

Now's a good time to boost your trade in Cobalt.

Rates and full information on request.

Local and National Advertisers

USE SPACE IN

The Hamilton Spectator

because they know they are buying guaranteed circulation. Provide attractive copy. The Spectator will do the rest.

All Agencies associated with the Canadian Advertising Agents' Association and the American Newspaper Publishers' Association of the United States, recommend The Spectator.

High - Class FOR High - Class
Circulation Merchandise



has a proposition of vital interest to the advertiser whose problem lies in reaching the largest possible number of luxury-loving, money-spending people—at the lowest cost.

A half hour's chat with our Advertising Man may result in your acquiring some new light on this important point.

A request for such an interview will in no wise obligate you.

Saturday Night, Limited, Saturday Night Building
TORONTO

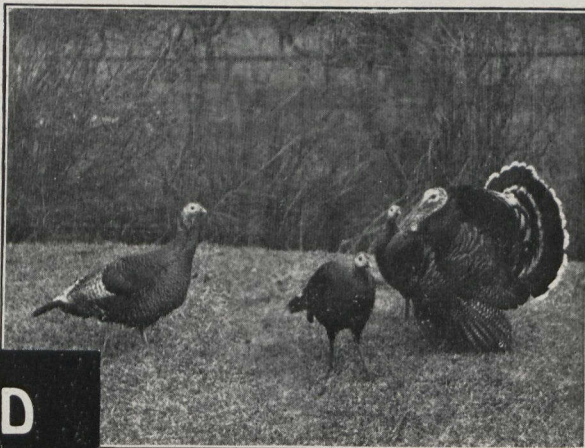
CHARACTER vs. CHEAP CIRCULATION

There is a difference between the hastily read street car, quick lunch suburban train read paper and the paper that is delivered into the home; the paper that is newsy and wholesome, that the men respect and the women admire.

The paper with the home circulation is carefully read, and therefore produces results for its advertisers for every dollar expense far in excess of the paper which is circulated only on the highway.

The NEWS IS TORONTO'S HOME PAPER

We are
PROUD
of our
PLATES.
They are
Bright,
Deep-
Etched,
Clean
Printing.



**ACID
BLAST
PLATES**

Printing Plates etched by the
ACID BLAST PROCESS

are the acme of the engravers' art. We
are sole Canadian makers.

THE TORONTO ENGRAVING CO., Ltd.
92-94 Bay Street - - - - Toronto

FOUNDED 1880

The Toronto World

MORNING and SUNDAY

The oldest one cent morning paper
in America.

The brightest and most generally
read morning paper in Canada.

Sworn Circulation

Average Daily Circulation from
Jan. 1st to July 1st, 1909. . **44,216**

Average Sunday Circulation from
Jan. 1st to July 1st, 1909. . **47,000**

All the big advertisers use its
advertising columns because it
pays. *Get our latest Rate Card.*

The World Newspaper Co'y, Toronto



WHY BE FLEECEED ?
If you use poor illustrations
you will be Shorn of your Business
increase. We make Illustrations that
bring returns — at lowest prices.

WRITE FOR QUOTATIONS

Segg Bros. Eng. Co.

5 JORDAN ST.

TORONTO.





WALTER E. GUNN IS STILL EAST

telling advertisers of the prosperity of the prairie provinces and the pre-eminence of

CANADA - WEST MONTHLY

IN WESTERN CANADA

Put it up to him to tell you our story of exclusive reading matter, original art, clean advertising and sworn circulation.

VANDERHOOF-GUNN COMPANY
LIMITED
WINNIPEG, MAN.

Alberta is now reaping the greatest crop in its history. It will have more money per head to spend in the next year than any other Province in Canada.

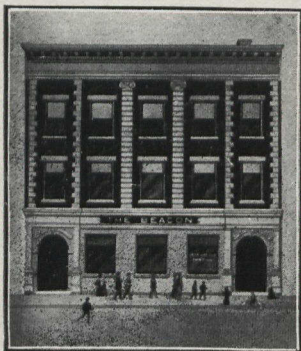
THE CALGARY DAILY HERALD

is recognized as the leading newspaper between Winnipeg and the Coast. Advertising in it will pay. You can get full particulars and rates direct from the office or from any authorized advertising agency.

THE STRATFORD BEACON

Weekly : Established 1854.

Daily : Established 1887.



THE BEACON BUILDING
Erected in it's Jubilee Year

DAILY AND WEEKLY

Circulates in one of the best districts in the Western Ontario Peninsula. Circulation guaranteed and sworn to. Any recognized advertising agency will show statement and quote lowest rates.

The Beacon does not sacrifice quality for quantity of circulation. It is a two-cent paper, and gives value for the money—both to readers and advertisers.

W. M. O'BEIRNE
Proprietor

30,000 Circulation.

THE FARMER'S ADVOCATE AND HOME JOURNAL

Is regarded by all to be head and shoulders above all competitors.

We furnish subscribers with the brainiest journal of its kind, and have the confidence of our readers and advertisers alike.

Our subscribers are wealthy, the model farmers in every district; what they purchase, others will purchase likewise. Get after them.

THE WILLIAM WELD CO.

LONDON,

CANADA