



A READING BARGAIN

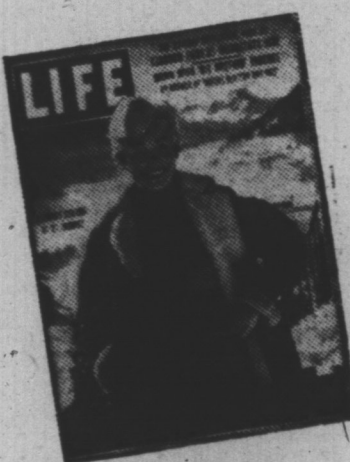
TO DELIGHT THE FAMILY CIRCLE



YOUR choice of
ANY 4 OF THESE POPULAR
MAGAZINES
 Plus
THE GUARDIAN
ALL 5 45^c
 FOR ONLY **45^c** A WEEK

Made Possible Through The Guardian's
Economy Reading Plan

Alternate Offer—
 Life Magazine for 3 Years Plus
 One Other Magazine Listed



Plus The Guardian
 For 3 Years
ALL FOR 45^c A WEEK

OFFER FULLY GUARANTEED

No Money Down!

HERE'S HOW IT WORKS!

- 1 You receive the Guardian.
- 2 And you have free selection of any four of the 53 magazines listed—or alternatively you may choose Life Magazine plus and one other magazine from the list.
- 3 One payment of 45c weekly, at our carrier's regular collection period, covers the entire cost of both the newspaper and magazines.
- 4 Your Guardian will be delivered by our carrier and your magazines will come by mail.
- 5 Your order will be acknowledged by The Guardian with a postcard. Keep this card because it will show you when to make your first and last magazine payments.
- 6 We fully guarantee each order.
- 7 Allow four to eight weeks for first magazines to arrive.

This offer is open to residents where regular Guardian carrier service is maintained.

Mark an "X" before any Four Magazines

MAGAZINES

- New Renewal
- () () McCALL'S 3 yrs.
 - () () GOOD HOUSEKEEPING 3 yrs.
 - () () CALLING ALL GIRLS 3 yrs.
 - () () MODERN PHOTOGRAPHY 3 yrs.
 - () () MACLEAN'S MAGAZINE 3 yrs.
 - () () POPULAR SCIENCE MONTHLY 3 yrs.
 - () () CORONET 3 yrs.
 - () () CANADIAN HOMES & GARDENS 3 yrs.
 - () () LOOK (every other week) 3 yrs.
 - () () HARPER'S BAZAAR 3 yrs.
 - () () MODERN SCREEN 3 yrs.
 - () () ARGOSY (The Man's Magazine) 3 yrs.
 - () () HUNTING AND FISHING IN CANADA 3 yrs.
 - () () CHATELAINE 8 yrs.
 - () () LIBERTY 7 yrs.
 - () () SATURDAY NIGHT 3 yrs.
 - () () U. S. CAMERA 3 yrs.
 - () () FRONT PAGE DETECTIVE 3 yrs.
 - () () TREE PRESS WELY. P. FARMER 5 yrs.
 - () () HUMPTY DUMPTY (Ages 2-7) 3 yrs.
 - () () FLOWER GROWER 3 yrs.
 - () () MONTREALER 3 yrs.
 - () () CHRISTIAN HERALD 3 yrs.
 - () () AMERICAN GIRL 3 yrs.
 - () () HI FI REVIEW 3 yrs.
 - () () POPULAR BOATING 3 yrs.
 - () () SPORTS CAR ILLUSTRATED 3 yrs.

MAGAZINES

- New Renewal
- () () TRUE STORY MAGAZINE 3 yrs.
 - () () LIVING FOR YOUNG 3 yrs.
 - () () HOMEMAKERS 3 yrs.
 - () () OUTDOOR LIFE 3 yrs.
 - () () ESQUIRE 3 yrs.
 - () () AMERICAN HOME 3 yrs.
 - () () WEEKLY SCOTSMAN (Edinburgh) 3 yrs.
 - () () MADEMOISELLE 3 yrs.
 - () () PARENTS' MAGAZINE 3 yrs.
 - () () CHILDREN'S DIGEST (Ages 8-12) 3 yrs.
 - () () POPULAR GARDENING 3 yrs.
 - () () CHARM 3 yrs.
 - () () COMPACT 3 yrs.
 - () () MODERN ROMANCES 3 yrs.
 - () () ROD AND GUN IN CANADA 3 yrs.
 - () () TODAY'S HEALTH 3 yrs.
 - () () SPORT 3 yrs.
 - () () TRUE ROMANCE 3 yrs.
 - () () INSIDE DETECTIVE 3 yrs.
 - () () SPORTS AFIELD 3 yrs.
 - () () ATLANTIC ADVOCATE 3 yrs.
 - () () PHOTOPLAY 3 yrs.
 - () () FIELD & STREAM 3 yrs.
 - () () LE SAMEDI 3 yrs.
 - () () LA REVUE POPULAIRE 3 yrs.
 - () () LA REVUE MODERNE 3 yrs.

OR **LIFE** for 3 YEARS Plus One of Above
 NOTE: If you wish to choose Life Magazine for three years, you can choose Life plus only 1 other magazine from the above list.

Do Not Write Here

Carrier's Name
 Carrier's Route No.
 Date

I hereby agree to subscribe for or extend my present subscription to THE GUARDIAN for 36 months and the magazines chosen for the term as indicated. I agree to pay 45c weekly for 36 months with the understanding that this amount represents full payment for not only the magazines but also for the newspaper.

Should unforeseen circumstances result in an increase in the rate of THE GUARDIAN or the magazines, the 45c weekly charge will be increased accordingly.

NAME
 ADDRESS
 APT. NO. PHONE NO.
 CITY PROVINCE

ORDER TAKEN BY
 ALL MAGAZINES MUST BE DELIVERED TO THE SAME ADDRESS
 NEW NEWSPAPER SUBSCRIBER
 OLD NEWSPAPER SUBSCRIBER

FILL OUT COUPON HAND TO CARRIER OR MAIL TODAY