

Not a single issued missed in 35 years. The Home of the "Fair Beautiful" gives practical proof of THE JOURNAL'S peculiar value to advertisers of high-grade goods. The R. J. Devlin Co. Limited, write on January 17th, 1920, as follows:

"In reply to your request that we give you our candid opinion of the value of THE JOURNAL NEWSPAPERS from a commercial point of view, we take pleasure in making the following statement:

"For considerably over thirty-five years our advertisement has appeared in the top editorial position of your paper without missing one single issue. Further, since you brought out your morning edition we have occupied the same position both morning and evening in each daily issue.

"We are sure that the above record speaks for itself and that you need no further recommendation from us.

"With best wishes for the continued success of THE JOURNAL publications."

Bryson-Graham's Departmental Store finds THE JOURNAL a factor in the successful business of 1919. Mr. J. J. Pedder, Advertising Manager, writes:

"We have always found THE JOURNAL DAILIES highly satisfactory as advertising mediums.

"The successful business of 1919 has further increased our regard for the JOURNAL DAILIES, for we have no doubt that the advertising we inserted in those papers was a factor in our success.

"From the service point of view—we believe it could not be bettered, having found the management at every turn imbued with a spirit of attentiveness and watchfulness for their clients' interests."

Murphy-Gamble, Limited, Fancy and Staple Dry Goods, have "gone to press" continuously with THE JOURNAL DAILIES since commencing operations.

"Murphy-Gamble, Limited, make a business of dressing a woman for all occasions of life. As distributors of Women's and Children's furnishings, their modern Sparks street store represents a confederation of women's specialty shops operating under one roof. The policy of the management is to make it Commercial Enterprise's best gift to a prosperous community as a shopping centre for women's costuming. Their Tea Room with its Business Man's Lunch is an additional boon. Providing the best, they naturally adopt the best publicity media to keep patronage informed of daily happenings. The fact that they have 'gone to press' with THE JOURNAL continuously since they commenced operations is sufficient proof of their confidence in its achievements."