



SCARCELY does an active, progressive man retreat from a field of activity during a critical period, rather does he keep his work well advertised, and in so doing reap a rich harvest when conditions right themselves and commercialism starts again on its victorious march. The advertising columns of CONSTRUCTION not only enable progressive concerns to explain their products to architects, and other directly interested parties, but denote an enterprise which carries conviction that the goods advertised possess the degree of quality in material and workmanship which conforms with that standard of equipment and constructive utility demanded by the highest building requirements. In other words, it is that self endorsement which inspires confidence in others in the manufacturers line. CONSTRUCTION offers a plan of co-operation to the advertiser through its "Daily Report Service" which makes our proposition exceptionally attractive and which is well worth anyone's while to investigate.