

A POWERFUL PICTURE CONVEYS A POWERFUL MESSAGE

BY perfection of the art lithography one set of stones or plates will produce ten thousand copies of a wonderful masterpiece, even if the original did cost a million dollars.

Art galleries and rich men's homes hold most of the world's art treasures. Every cultured mind appreciates the value and inspiring influence of a good picture. Why hoard them? Why not give them the widest publicity?

If our art galleries and private collections were constantly in view of all the people; if they met your workpeople day in and day out, would we not have a more progressive, livable world?

If artistic and instructive paintings have a beneficial influence on the nation as well as the individual, why not employ colored-to-life pictures more generally in advertising?

By the service we are equipped to render, true-to-life images of your products may be displayed in the most tempting and inviting environment, on the Poster Art Galleries, in every section of every worth-while town or city in Canada or the United States.

Think of it—more than three and a quarter million Canadians see the Poster boards many times each day, day in and day out throughout the year.

Posters teach pictorially; they are understood at a glance and are read by everybody. Posters make unforgettable impressions; their intensive pithy messages are instantly absorbed.

Why not art-gallery your merchandize?

For artistic, full-of-punch and sales-producing advertising, posters afford one of the most dignified, aggressive and productive mediums of modern publicity. They afford the only means of employing perfect illustration and artistic color contrasts in a big, broad, impressive way.