

FOREWORD

A Story of Success

THE CANADIAN ADVERTISING, LIMITED—MOVES
TO LARGER QUARTERS — WHAT THAT MEANS.

A YEAR ago, we moved to the C. P. R. Telegraph Building (corner of Hospital and St. Francis-Xavier streets). We simply HAD to have more room!

The Canadian Advertising clients are constantly growing in number and this is due to an earnest determination on our part to protect their interests—first, last and all the time.

The business was founded in 1906 and the stock in trade, at the time, consisted of a thorough business training, a thorough knowledge of advertising and a determination to succeed. Our clients were two in number.

The odds seemed overwhelming during the first two years in that little office at 25 St. James street, but since then the growth of the agency has been steady and with this growth a corresponding increase in the office force was compulsory.

In 1908, when we moved to the Royal Trust Building, we thought that there we would have room to expand—soon we had to add one, two and finally three offices.

In December 1911, Holmes Advertising was amalgamated with The Canadian Advertising, Limited, and the business kept on growing, growing until we HAD to move to the C. P. R. Telegraph Building—fourth floor—to larger and more commodious quarters.

The Agency is now in its eight year and it is giving service that is equalled by few, if any, American Advertising Agencies—Equipment, Experience and Advertising Ability, have made for the Success of our Office.

A co-operative spirit has been fostered in the Agency from the very first—and so thoroughly has this idea been impressed that every member of the working force takes a personal interest in the welfare of the business.

It is gratifying to the members of this Agency to feel that the value of the Service it renders has been recognized in the Com-