## Meeting the French-Canadian Half-Way

## A TALK

given before the Montreal Publicity Association, October 12, 1917 and before the Toronto Ad-Club, November 27, 1917.

by

C. E. A. HOLMES, B. A., Editor of "Publicity"

"There are two and a quarter million French-Canadians ...... what are VOU doing to get their trade?"

THIRD EDITION

PRICE 10 CENTS

Canadian Advertising Agency, Limited

Unity Building

Montreal