

nation was remoulded, and singleness of thought and purpose were created. Not only did Britain get men in hundreds of thousands flocking to the colors—she obtained the whole of the able-bodied manhood of the country, for those who did not come in voluntarily were brought in by compulsion, under laws passed at the demand of the awakened public. And just as the men came, so did the money. It has flowed into the public treasury in a regular Niagara cataract.

Such was the achievement of the greatest advertising campaign the world has ever seen. As an appreciation of the success of the campaign, the King, at the request of the British Government, has been pleased to confer a knighthood on Mr. Leitch, the man who conceived the poster campaign and brought it to such a triumphant success.

Thus the poster has the hallmark of approval of the highest authority in the Empire. It has been tried and proven in the greatest test ever put on advertising.

There is a wealth of meaning in this for every business man with a worthy proposition. What the poster did for the British Government, it can do in a corresponding degree for business. Of course, the poster has its limitations, but as the heavy artillery of the advertising world its effectiveness is beyond question. In many cases it will carry most of the advertising load itself. Always it proves a valuable aid in rounding out and driving home messages given in greater detail in press, magazine, and other forms of advertising.

The Canadian Poster Company, of Montreal and Hamilton, is the pioneer Poster Advertising Company in Canada. We have carried out many big poster campaigns for progressive firms. We are familiar with every phase of the upbuilding