

Advertising value is based upon volume of circulation. No matter what the medium, the element that counts is the number of people you reach through it at a given cost.

A street car card, equal in size to a half page of a newspaper, reaches a circulation of over 48,000 at a cost of one dollar.

There is no other medium that comes within tens of thousands of this circulation at the price—in the newspapers the circulation is counted by hundreds per dollar instead of thousands.

This explains why the big national and international advertisers use the Canadian cars all the time.

With one contract, at a moderate cost, they can cover the whole of Canada, reaching all the more important centres of population all the time with a big impressive advertisement, that tells its story to 1,735,685 Canadian street car riders every day.

The chief drawback to street car advertising is that it is limited in quantity and only a few can secure space, but these fortunate few consider its limited quantity an advantage.

There are lists given on other pages of this book, showing the street car lines, the number of passengers carried, and the number of cars on each.

Any further information required will be cheerfully given by addressing any of the offices of

*The Canadian Street Car Advertising Company, Limited*

MONTREAL

TORONTO

WINNIPEG