

For the Expansion and Development of British Columbia

"What! You're tired and broke and beaten?
Why, you're rich - you've got the earth!" Service.

¶ The power represented in the word "publicity" can only be estimated by a knowledge of the millions of dollars which are being spent annually by the advertisers throughout the world in their endeavor to hold public attention. The ultimate success of these various advertisers, however, is dependent not only upon the dress in which their copy goes before the public, a very important point, but more especially upon their absolute regard for the truth in preparing same. As an advertiser, what would you give for one column to three columns of pure reading dealing with your business, on the first page of some of the leading daily newspapers in America? What would you pay if you could have this service rendered you not *once* but *several times* in rapid succession? You could not give enough to buy it. No amount of money could purchase it. There is no way to *buy* such advertising. No individual, no corporation can secure it except by *creating news*.

*Publicity
as a World
Power*

¶ And yet that is precisely what the British Columbia Co-operative Publicity League is going to do on its tour East in behalf of the Province.

¶ The object of this organization is purely of an advertising nature, not only in carrying out the plan outlined below, but in so doing, *create news* for the daily newspapers in the

*Creating
News for
Advertising*

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