

THE WAY TO TAKE ADVANTAGE OF PROSPERITY

In order to get the full benefit of the great progress Canada is making, and will continue to make in the coming years, you must keep your business constantly before the people—never for a moment letting them forget that you are in the running.

Every good business man realizes the importance of constantly educating the great spending public to use his products; but with the best and most economical means of doing this all are not familiar.

In a broad sense every man in business recognizes that advertising is the great force which has built up the wonderful business structures for which our times are remarkable.

Products produced in out-of-the-way corners of the world, reach out and spread over the whole country, and from a national reputation spring into international renown, and all in a very few years.

Without the wonderful power of advertising such things would be as impossible to-day as they were in the past when advertising, as we know it, did not exist.

Granting the advantages of advertising as a business builder, the question then arises as to the method, and here is where the danger lies for the inexperienced.

The safe rule is to confine your total expenditure to the recognized media—do not experiment with new and untried methods.

Of the recognized media, Street Car Advertising stands out as the most economical and most effective for the manufacturer or merchant who seeks a wide distribution.