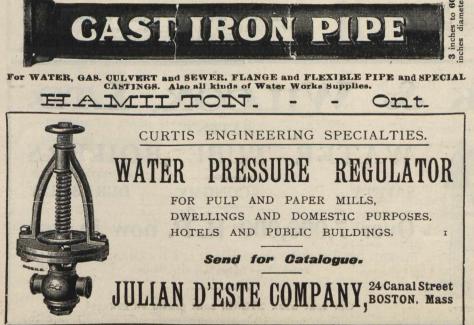
January 8, 1909.



CYLINDERS, RIVETTED GIRDERS FOR WAREHOUSES, LANDING JETTIES, CAISSONS, FLOORING STAGES. COLLIERY PLANT PLATES, and all Constructional Iron and Steel Work

ALEX. L. GARTSHORE J. G. ALLAN, Vice-President. JAMES A. THOMSON, JAMES THOMSON, Pres. & Man. Director. The Gartshore-Thomson Pipe & Foundry Co., Limited. MANUFACTURERS OF



"The opportunity for securing publicity is practically limitless, it is broad as all knowledge and as deep as human desire, ' so says Walter B. Snow, Publicity Engineer of Boston, in the Selling Magazine. No product has yet been explointed to the full, many are the fields that still lie fallow, many are the channels still unexplored. The progressive advertiser is in constant search of new opportunities through which the public may be attracted to and made acquainted with his product-and perchance with himself. His success depends not merely upon finding such opportunities but upon their specific and proper use to the end that goods may be sold and a reputation established.

" The most casual consideration of the surrounding opportunites for publicity at once brings one to a realizing sense of their magnitude and multiplicity. Anything and everything that serves to impress the name or the quality of the product upon the public mind is available for the purpose.

"While trade catalogues and trade papers, fliers and mailing cards, circular letters and house organs may be classed among the opportunities most generally utilized, it should not be overlooked that a sign upon the building, a machine in operation, the passing comment of a satisfied customer, a business letter-

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