

Power in Circulation--

To have its full efficiency advertising requires a strong, active vehicle.

Sales publicity cannot perform in a poor medium anywhere near its maximum work.

A 16--inch Naval gun on the deck of a ferry boat would be a failure.

The Canada Lancet wields power as it ought to be wielded. It uses its power in two ways,—

Educational influence ; Sales influence.

In its fifty four years of constructive editorial promotion the Canada Lancet has done much to assist the Medical Profession in their work.

In fact to have served for such a period a profession so exacting in its demand for the best in all departments is conclusive proof of consistent pulling power.

Are you overlooking this opportunity in furthering the sale of your product in this splendid field?

The Lancet Publishing Company

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35 St. Nicholas St., Montreal.