

The Value of Advertising is Difficult to Demonstrate

YOU BELIEVE in our "Ideal," and appreciate the work this independent publication is doing in Western Canada. Will you, then, from month to month, DEMONSTRATE to as many as possible of our advertisers that you are influenced by seeing their names in this Magazine?

It is such a simple thing to say to a salesman or saleswoman: "I see you advertise in the WESTMINSTER REVIEW"; or to add a line to a letter or postcard: "Your advertisement in the WESTMINSTER REVIEW prompts this inquiry or order." But to do so WOULD HELP THREEFOLD.

(1) It would help the business man to realize that advertising in the WESTMINSTER REVIEW is profitable;

(2) It would enable us to increase the quantity of literary matter; and

(3) It would give you to feel that you were (in a way NOT SECONDARY TO YOUR VALUED SUBSCRIPTION) co-operating in the production of this Review and the Service of its "Ideal."

WHAT, STILL WITHOUT A LANTERN!

at your Church and Sunday School? Well, that may be YOUR opportunity, and now is the time to buy,—before prices are further advanced.

Lanterns for Sale: Slides for Hire and Sale.

Thousands of Slides in Stock

Latest War Sets (Mss. With Slides). Also slides on Biblical and other subjects,—song, story, travel, etc.,—for Hire and Sale.

Just Added to Stock—Slides (coloured) of Hole's Famous Pictures of the Life of Christ. 80 Slides altogether, or in sets of Ten and Twelve.

Large Selection of Hymn Slides; rental list on application. Lantern for Hire, \$2.50 a night.

Western Canadian Churches Lantern Slide Depot

(Western Agency for P. L. S. D., Toronto)

Westminster Review Publishing Office

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VANCOUVER, B.C.