

HENDERSON & CUDMORE

INVEST IN

NEWSPAPER ADVERTISING FOR THE BEST RESULTS



Henderson & Cudmore, one of P.E.I.'s longest established retail stores.

Here's What Henderson & Cudmore

Have To Say About

Newspaper Advertising

Mr. Gordon W. Fairgrieve,
Advertising Manager,
The Guardian-Evening Patriot,
May 24th, 1957.

Dear Mr. Fairgrieve,

Our firm has been in business in Prince Edward Island for over 45 years . . . and during that time we have endeavoured to bring to the public, in our advertising, honest values for good merchandise. The success of our firm indicates, we believe, that we have fulfilled this policy to the letter.

During our years in business we have tried several mediums of advertising . . . and without question, the only medium for positive results, in our opinion, is newspaper advertising.

All of our special events, and other regular merchandising promotions, are advertised in your paper . . . and we can say, sincerely, that the results have always been more than gratifying. That is why we invest the major portion of our advertising budget in newspapers . . . any business, ourselves included, must receive the greatest return possible for our advertising dollars . . . and that means, simply, a continuation of our policy in investing strongly in newspaper advertising.

We have enjoyed our association with your paper, and look forward to a continuation of this good relationship in the future.

Very truly yours,
T. ROY CUDMORE.

YOUR Best Advertising Investment Is . . .

THE GUARDIAN-EVENING PATRIOT

"Over 80,000 Readers Every Publishing Day"