

# MOORE & McLEOD DEPARTMENT STORE

FINDS

# NEWSPAPER ADVERTISING

IS THE

BEST MEDIUM TO BRING "POSITIVE" RESULTS!

Any business organization naturally  
wants as much value as it can possibly  
get for its advertising dollars. That is the  
reason why Moore & McLeod Department Store  
consistently use The Guardian-Patriot, and  
shall continue to do so in the future.

Wilfred McLeod

MOORE & McLEOD LIMITED,  
Charlottetown, P. E. I.  
April 3rd, 1958.

Mr. G. W. Fairgrieve,  
Advertising Manager,  
The Guardian-Patriot,  
Charlottetown, P. E. I.

Dear Mr. Fairgrieve,

We believe in consistently using the pages of your newspapers  
to pass on our merchandising messages to the residents of Charlottetown  
and, indeed, to all of Prince Edward Island.

From the very beginning it was obvious to us that by newspapers  
could we expect and get the best customer reaction. Through our  
advertisements in the columns of your papers an ever increasing number  
of P.E.I. shoppers have become steady customers. Our slogan "Your  
Favorite Shopping Centre" is no idle phrase but an honest appraisal by  
us of those people who have chosen to become our customers.

With the Spring and Summer seasons in the offing we shall, of  
course, with the co-operation of your advertising sales staff, continue  
to use the Guardian-Patriot to carry our sales messages.

We are looking forward to a good year ahead, a year in which  
it is my sincere wish that we both prosper, along with the good citizens  
of this Prince Edward Island.

Yours very truly,  
WILFRED McLEOD.



Whether you are in the retail business . . . are a manufacturer or distributor  
selling rugs, clothing, appliances, coal, food or cars . . . for cash, credit  
or charge . . . your ads in The Guardian-Patriot will reach more people at  
less cost. Make the most sales per advertising dollar . . . and isn't that  
exactly what you want your advertising to do.

## THE GUARDIAN-PATRIOT

Serving Prince Edward Island

### THE READER'S CHOICE IN PRINCE EDWARD ISLAND

### Over 20,000 Copies Each Day