

# CANADIAN TIRE CORPORATION

## Charlottetown Store

— TELLS WHY —

# NEWSPAPER ADVERTISING

— IS THE —

## “MOST ECONOMICAL – EFFICIENT” MEDIUM

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.

CANADIAN TIRE CORP'N.  
CHARLOTTETOWN STORE  
CHARLOTTETOWN, P.E.I.  
OCTOBER, 1958.

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

Dear Mr. Fairgrieve,

Like thousands of other retailers on this continent we of this firm realize that newspaper advertising dollar-for-dollar is still the most economical and the most efficient.

True, there may be other methods of bringing our merchandise to the attention of the consumer but these we find are not only expensive but also transient.

Our customers prefer to have the opportunity of examining our Sale ads carefully and constantly. The newspaper ad being a permanent record is our guarantee of good faith.

With the hazards presented by Fall and Winter driving conditions we are prepared to offer the motorist automotive products guaranteed to give him the maximum protection.

The Island consumer has treated us kindly over the years. In 1958 our sale volume was greater than ever before and with the usual co-operation from The Guardian-Patriot advertising staff, we confidently look forward to an even greater increase in 1959.

Yours very truly,  
M. C. Stewart,  
W. A. MacRae.

SPENDING HIS ADVERTISING DOLLAR TO THE BEST ADVANTAGE IS OF THE GREATEST CONCERN TO ALL CAREFUL BUSINESSMEN. THAT IS WHY WE AT CANADIAN TIRE CONSISTENTLY USE THE ADVERTISING FACILITIES OF THE GUARDIAN - PATRIOT AND SHALL CONTINUE TO DO SO IN THE FUTURE.

M. C. STEWART  
W. A. MacRAE



## — THE GUARDIAN – PATRIOT —

Serving Prince Edward Island

THE READER'S CHOICE IN PRINCE EDWARD ISLAND

Over 20,000 Copies Each Day