

# NEWSPAPER ADVERTISING IS THE BACKBONE OF PROMOTION FOR FIRESTONE HOME & AUTO CO. LTD.

"A Business Organization Naturally  
Wants As Much For Its Advertising  
Dollars As It Can Get. That's why  
We Use The Guardian - Patriot."

STEWART MacKAY.

From a small beginning some 7 years ago,  
Firestone Home & Auto has grown, through  
the use of consistent Newspaper Advertising,  
to be one of the Island's finest Appliance and  
Auto Supply stores. They have made thou-  
sands of friends and customers through their  
newspaper advertising, and it is in this way  
that Firestone Home & Auto inform them of  
sales, special events and fine quality merchan-  
dise they carry in stock.



REACH ALL YOUR PROSPECTS IN PRINCE EDWARD  
ISLAND THROUGH ADVERTISING IN THE GUARDIAN-  
PATRIOT.

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

March 8, 1958.

Dear Mr. Fairgrieve,

I would like to take this opportunity of expressing my thanks  
to you and your staff, and your newspapers, for your assist-  
ance during the past year, the biggest in our history.  
There is no doubt in my mind that the backbone of pro-  
motion in any growing business is the newspaper, and natu-  
rally with the busy months which lie ahead, we look forward  
to working with you.

We know that the most practical and inexpensive method of  
telling the people of Prince Edward Island about our mer-  
chandise, now on display, is through the columns of your  
newspapers.

We thank you for your co-operation, and look forward to a  
continued friendly and successful relationship with your  
newspapers.

Yours very truly,  
J. Stewart MacKay,  
FIRESTONE HOME & AUTO CO. LTD.,  
187 Great George Street  
Charlottetown,  
P. E. I.

Whether you are a retailer, manufacturer or distri-  
butor, selling ladies' clothing, rugs, 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 just what you want your ad-  
vertising to do?

It's a Fact! GUARDIAN - PATRIOT ADS BUILD SALES FOR YOU!