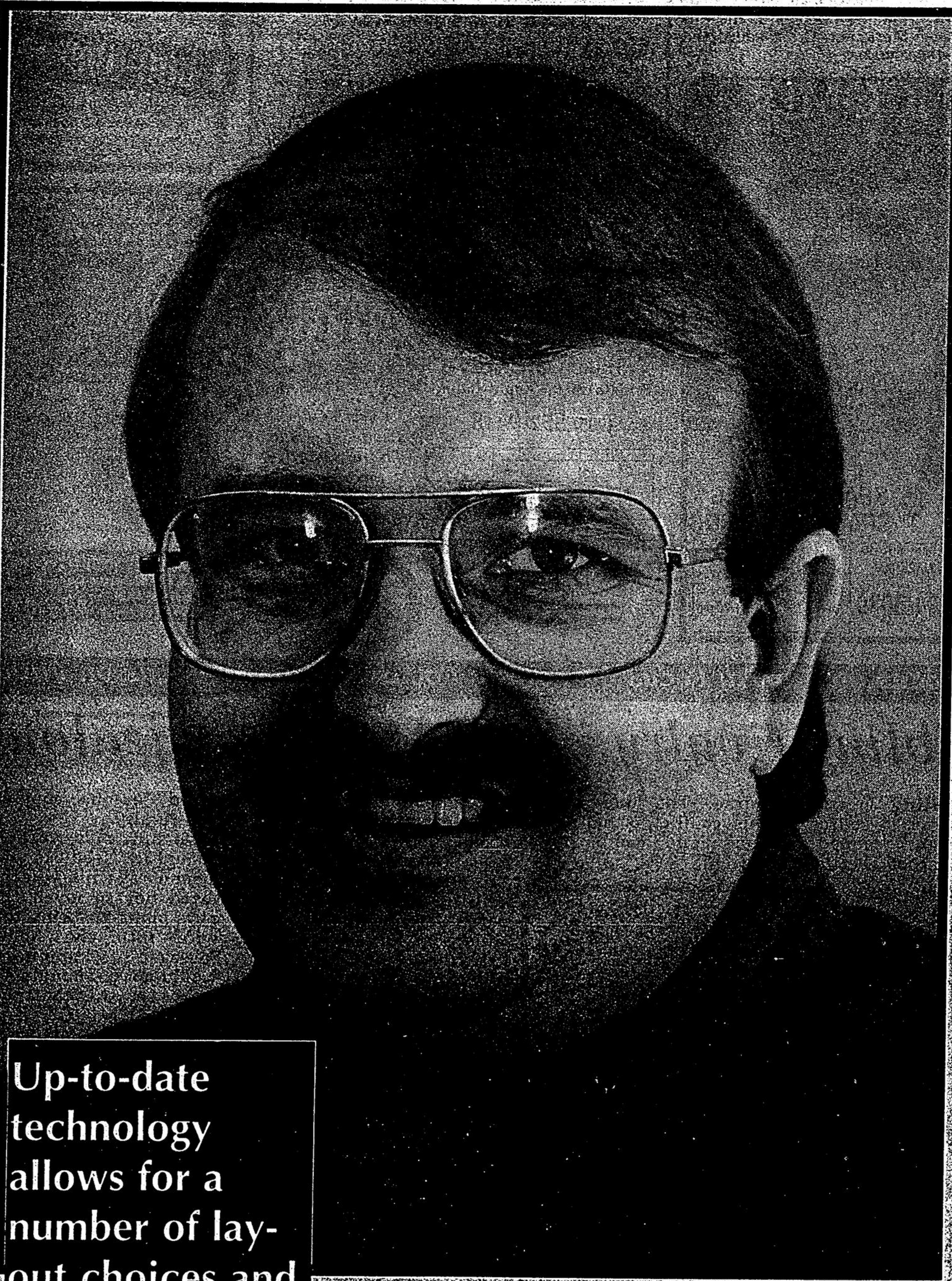


Partners in Success Profile

David Jacob
Owner, Main Street Travel

^{Markham}
Economist & Sun



Up-to-date technology allows for a number of layout choices and ready computer print-outs to choose from.

After eight years of experience in the travel business, David Jacob opened his own agency, Main Street Travel in Markham in 1988.

Establishing his business in a 500-sq-ft office, Main Street Travel is now situated in a 1,200-sq-ft facility and employs six consultants.

"We are agents for a combination of corporate and vacation travel but the main emphasis is on vacation packages," he says.

"Service and knowledgeable and personable travel counsellors who can recommend travel packages based on experience," are his recipe for success, Jacob continues.

"Also, the fact that I still like to get up in the morning and go to work is important and reflects in the way I do business. I love what I do."

Still another contributing element to the longevity of the company is the consistent advertising Main Street Travel has executed through The Markham Economist & Sun.

Up-to-date technology allows for a number of layout choices and computer print-outs of the actual ad.

"I can choose from about three or four variations and there are no surprises," Jacob says.

"Also, frequency in advertising is the number one thing. Our promotions have consistently been large - taking up full pages on the interior or back cover - and they've been successful."

The Markham Economist & Sun - David Jacob's partner in success.

Call us - we'd like to become a partner of yours.

^{Markham}
Economist & Sun

(905) 294-2200