

TO ALL MERCHANTS MANUFACTURERS AND BANKERS

This is the way to BETTER BUSINESS

"Before there is any great upturn in volume of sales for manufacturers of trade-marked merchandise, there must inevitably be a great upturn in advertising volume.

"Because, merchandising embraces every marketing process involved in getting a commodity from the factory to the consumer. Not merely from the factory to the salesman. Not from the salesman to the wholesaler. Nor from the wholesaler to the retailer. But all the way from the factory to the consumer. Including all the in-between stopping-places.

"Merchandising is *complete* trade. Goods fully sold. Commodities taken to their cash-yielding terminal. When this *last* step rounds out the procedure... when the *ultimate user's* cash flows back through the channels of trade... and the way is opened for repeat sales... then we have Business."★

HERE WE HAVE THE ECONOMIC BASIS OF ADVERTISING

For if we agree that merchandising requires this completion of selling, so that goods go into use and are used up, then we establish the place of advertising as a business essential. Advertising holds its position because it simplifies dealing with the public—as to effort, time and cost. It is an intrinsic part of selling *at that last step* which actually moves the goods into consumers' hands.

Advertising in the Daily Newspapers—if it is geared by intelligent and trained men to do its necessary share in the job of selling—is an unchanging dominant power—the most rapid, direct, simple and economic contact with Canadian consumers.

REACH OUT to THE CONSUMER

THIS ADVERTISEMENT IS SPONSORED BY THE CANADIAN DAILY NEWSPAPERS ASSOCIATION.

(★ Quoted from Paul H. Bass in "Printers' Ink")