"HELLO! Circulation Department? Why didn't we get our paper to-day? Can't you see to it that I get my paper every day?----Well----all right----but it certainly upsets things when you miss us---even if it is only once."

"Even if it is only once"---and that expresses in a nutshell the unique place which daily newspapers occupy in the everyday life of the 2,112,605 Canadian families who read them. They demand their paper regularly every publishing day of the year---and they get it. Very rarely is a paper missed---so efficient is daily newspaper distribution.

To these families---and they occupy most of the homes of Canada---there is no substitute for their favourite daily newspaper.

In its pages each day is unfolded the everchanging panorama of happenings that grips their interest.

It tells of the world's joys---and oft-times its sorrows.

It announces the arrival of the life just born---and the passing of old and esteemed citizens.

It records what takes place in church, in home, in business, in society, in sport and in politics. From nearby suburbs to the ends of the earth it gleans all that is new. Nothing else can even begin to take its place.

And this is why daily newspaper advertising pays so well. Daily newspapers enjoy an intensity of reader interest that applies to no other medium. They are part and parcel of the daily life of practically everyone in Canada --- irrespective of income or social standing.

And just as they excel every other medium in the service they render their readers, so, without doubt, do they produce greater results for the advertiser in return for the money expended.

The Daily Newspapers of Canada

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