

GO AFTER BUSINESS

and

GET IT!



“THESE days of business complexities demand foresight and courage.

“General business conditions in Canada are fundamentally sound. They are perceptibly improving, and provision must be made to capitalize the opportunities of to-day and to-morrow.

“Manufacturers and retailers who advertise to-day are reaping good returns.

“Money is not ‘spent’ in advertising; it is *invested*.

“Folly whispers in the ears of executives: ‘Cut down your advertising and save money’.

“Timidity suggests the use of the blue pencil and the consequent loss of a market won by years of intensive cultivation.

“Improve your product, give good values and the Canadian people will buy them.”

Every man, every woman and every child is still a consumer.

Are they consuming your goods?

The effective, economical and sure road for gaining consumer acceptance is the daily newspaper.

Every advertisement in The Daily Newspapers is an item of news. Every page is carefully read---because the newspaper provides information of the markets of the world---the change in prevailing modes---and the current prices of our daily needs. Successful retailers and manufacturers know no substitute for the daily newspaper.

THE DAILY NEWSPAPERS OF CANADA