Summer Activities Call for Intensive Advertising



SUMMER—the season when the world and his wife are out of doors—on the highways—at the beach—in the garden —on the golf links—by stream and lake.

The season that develops a multitude of new wants and makes insistent demands on everyone for the goods and services necessary to the enjoyment of its varied delights.

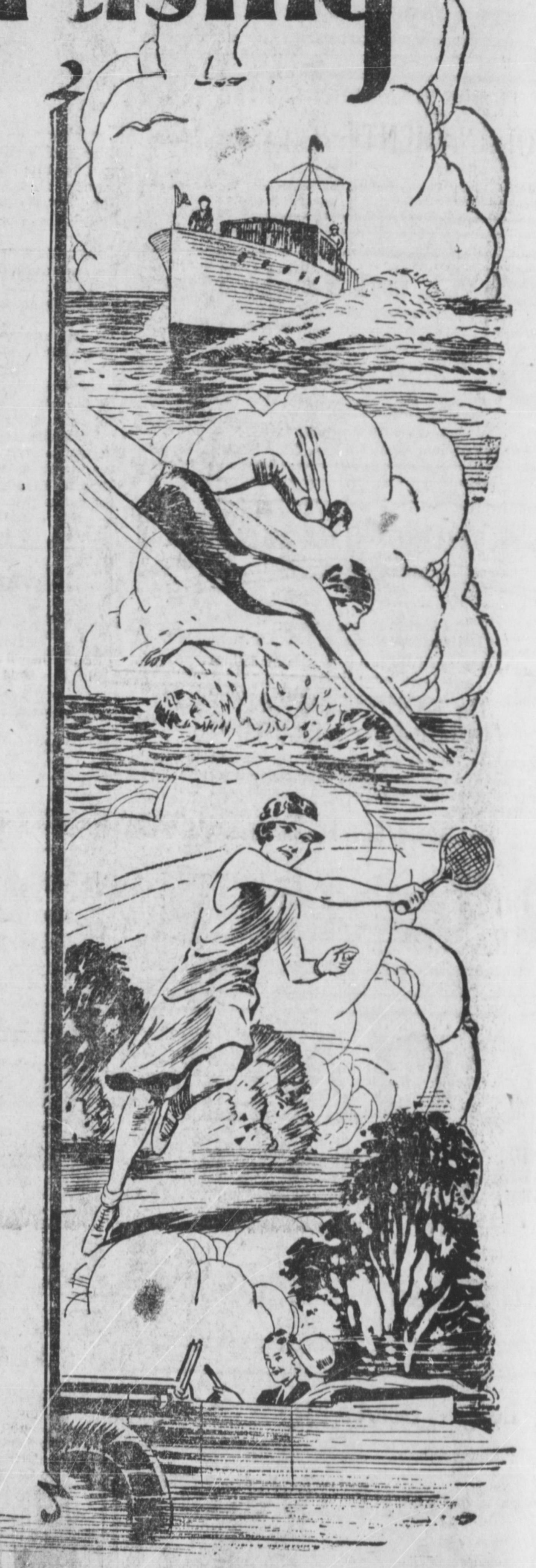
Hot weather foods and cooling beverages

— Summer frocks and garden equipment —
bathing suits and sunburn alleviatives—sports
clothes and furnishings for the Summer cottage — gasoline and spare tires.

And these in addition to people's normal all-year-round buying activities. For family larders and wardrobes need replenishing fully as much in July as in December. Youthful couples buy and furnish homes in August as well as in February.

Astute advertisers do not cut down their advertising when the mercury goes up. They realize that Summer, which brings Canada its \$300,000,000 tourist industry, also brings them sales opportunities afforded by no other season of the year.

And they know that the quickest, most economical means of capitalizing these opportunities are the advertising columns of the daily newspapers.



The Daily Newspapers of Canada

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