A MIGHTY FORCE IN CANADIAN BUSINESS.

Daily Newspapers of Canada

THE daily newspaper is indispensable to the efficient, orderly operation of Canadian business. From coast to coast manufacturer, distributor and retailer depend on its sales influence to maintain a constant flow of goods from maker to merchant and from merchant to consumer.

Deprive commerce and industry of the sales-creating power of the daily newspaper and business would languish. Factory output would diminish, inventories would mount, dealers' shelves become clogged with merchandise and profits dwindle.

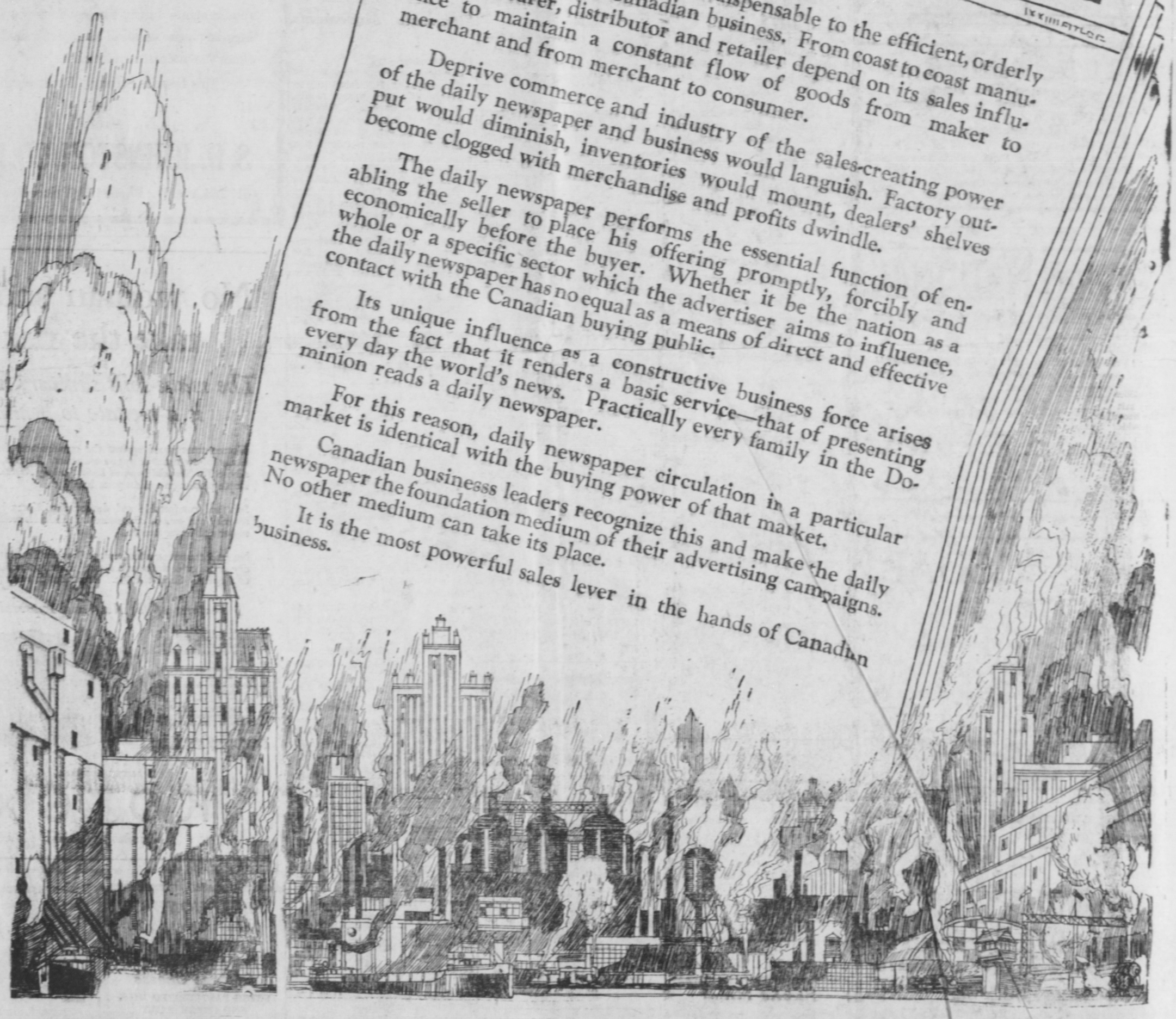
The daily newspaper performs the essential function of enabling the seller to place his offering promptly, forcibly and economically before the buyer. Whether it be the nation as a whole or a specific sector which the advertiser aims to influence, the daily newspaper has no equal as a means of direct and effective contact with the Canadian buying public.

Its unique influence as a constructive business force arises from the fact that it renders a basic service—that of presenting every day the world's news. Practically every family in the Dominion reads a daily newspaper.

For this reason, daily newspaper circulation in a particular market is identical with the buying power of that market.

Canadian business leaders recognize this and make the daily newspaper the foundation medium of their advertising campaigns. No other medium can take its place.

It is the most powerful sales lever in the hands of Canadian business.



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