



IT FILLS STADIA

In the January 25th issue of the Saturday Evening Post, John R. Tunis says this about daily newspapers:

"The thing that has made football what it is to-day, that has pushed it into the front wave of sports in the United States, is the press. Newspaper publicity fills stadia, and don't you forget it."

And daily newspapers fill more than football stadia

They fill manufacturers' pockets and retailers' cash registers with the proceeds of the sales of those products which are in constant demand because they are consistently advertised in the daily press.

It is daily newspaper advertising that keeps this brand of tea or that make of cereal in the "front wave" of consumer preference.

It is daily newspaper advertising that leads housewives in every part of the Dominion to buy this make of soup or that brand of soap.

It is daily newspaper advertising that influences men from Halifax to Vancouver to buy this razor or that collar.

It is daily newspaper advertising that maintains a constant flow of goods from maker to merchant to consumer.

Daily newspaper advertising is the most powerful instrument available to manufacturer, distributor or retailer for influencing buying habits—either of the nation as a whole or a particular section of it.

And well do they realize it because years of actual experience have shown them that the results secured from daily newspapers are far greater than can be obtained from any other advertising medium.

Daily newspapers sell most goods because they are read by most buyers.

The Daily Newspapers of Canada

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