FUNGRY FORNEWS

millions in Canada eagerly reach for their favorite daily newspaper!



"I am the daily newspaper and because I carry the news of the world I am in urgent demand everywhere.

"Every day millions await my appearance, that they may be informed of what is going on.

"A few hours ago I was nothing but blank white paper—lifeless and inert.

"Then the world's news was flashed to me--across continents, under the seas and through the air. And now through the magic of the printing press I am vibrant with life and action for the world's activities are recorded on my pages.

"Practically every family in Canada has made me one of their number.

"Daily they welcome me.

"Daily they consult my pages for news of the world of events as well as that of merchandise.

"Because I am their tried and trusted friend they have confidence in the sales messages I bring them. They buy the goods advertised in my columns.

"To business men seeking to promote sales I offer an intimate daily contact---founded on firmly established goodwill--- with practically every family in the Dominion.

"No other vehicle of advertising enjoys such a cordial reception in Canadian homes.

"No other affords advertisers as quick and powerful a means of creating sales.

THE DAILY NEWSPAPERS OF CANADA