



ALWAYS

the backbone of Canadian advertising!

And particularly when selling becomes difficult---when prosperity lags---when the wheels of industry slow down.

During periods such as these, Canadian business executives depend more than ever on the daily newspapers to sell merchandise.

Why?

Mainly because daily newspapers produce *instant response, instant results.*

Daily newspapers *reach and move to action* vast groups of people quickly.

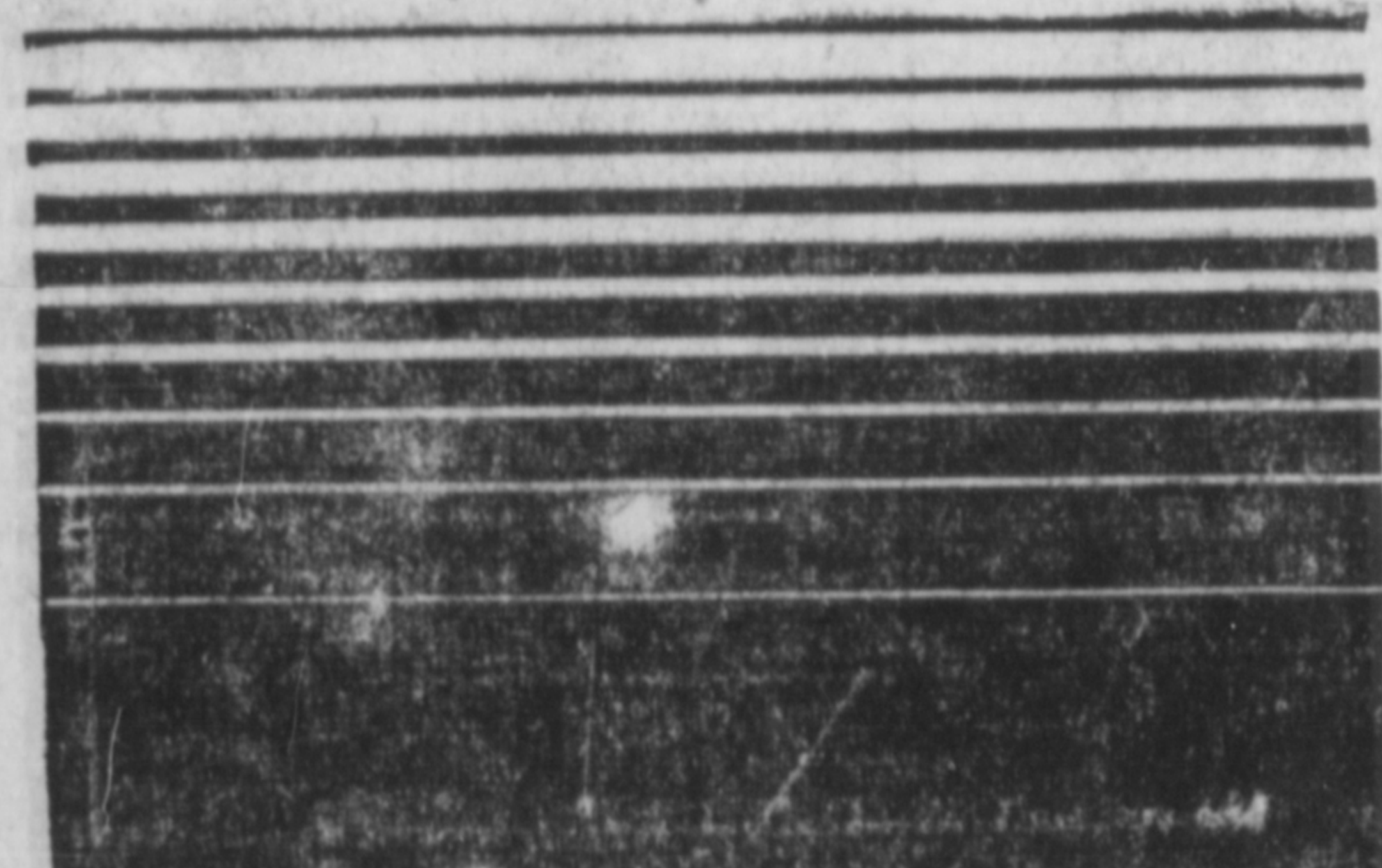
No other carrier of the sales message covers a market so *intimately, so completely.*

Practically every Canadian family reads a daily newspaper. It is an essential part of their daily life. Without it they would feel a distinct loss. Nothing can take its place. Because it occupies this unique position in Canadian life and thought, no form of selling can supplant the daily newspaper.

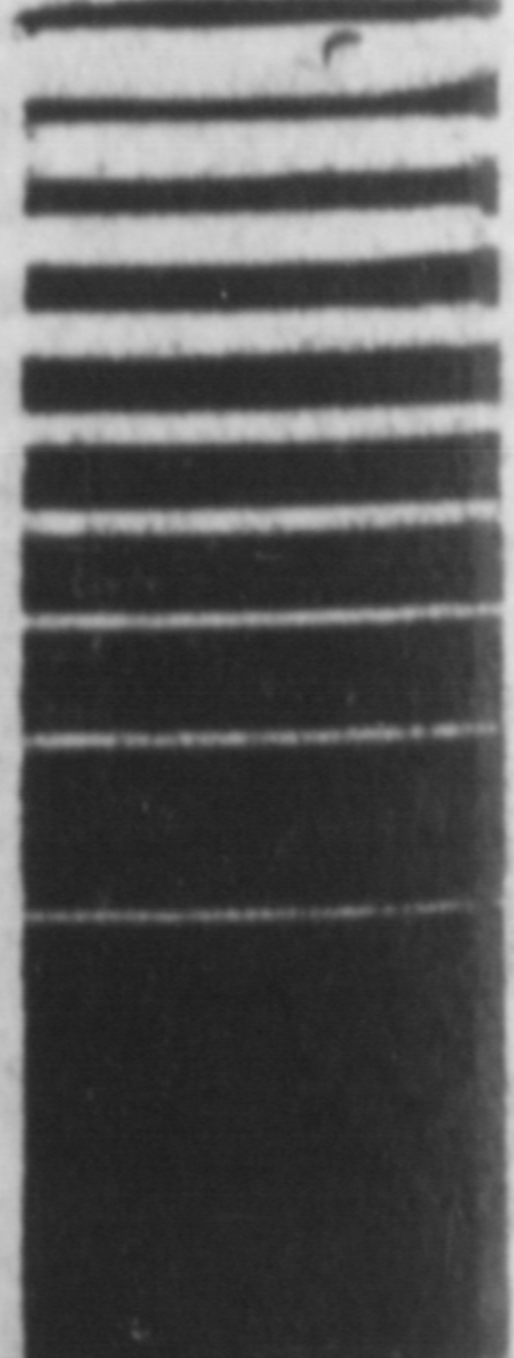
It is economical.

It is flexible.

It is the advertiser's unfailing point of contact with his market.



For prompt action on sales plans—for quick customer influence at minimum cost—for real co-operation from the retail trade, the daily newspaper is to-day, as always, the outstanding advertising medium in Canada.



CANADIAN DAILY NEWSPAPER ASSOCIATION