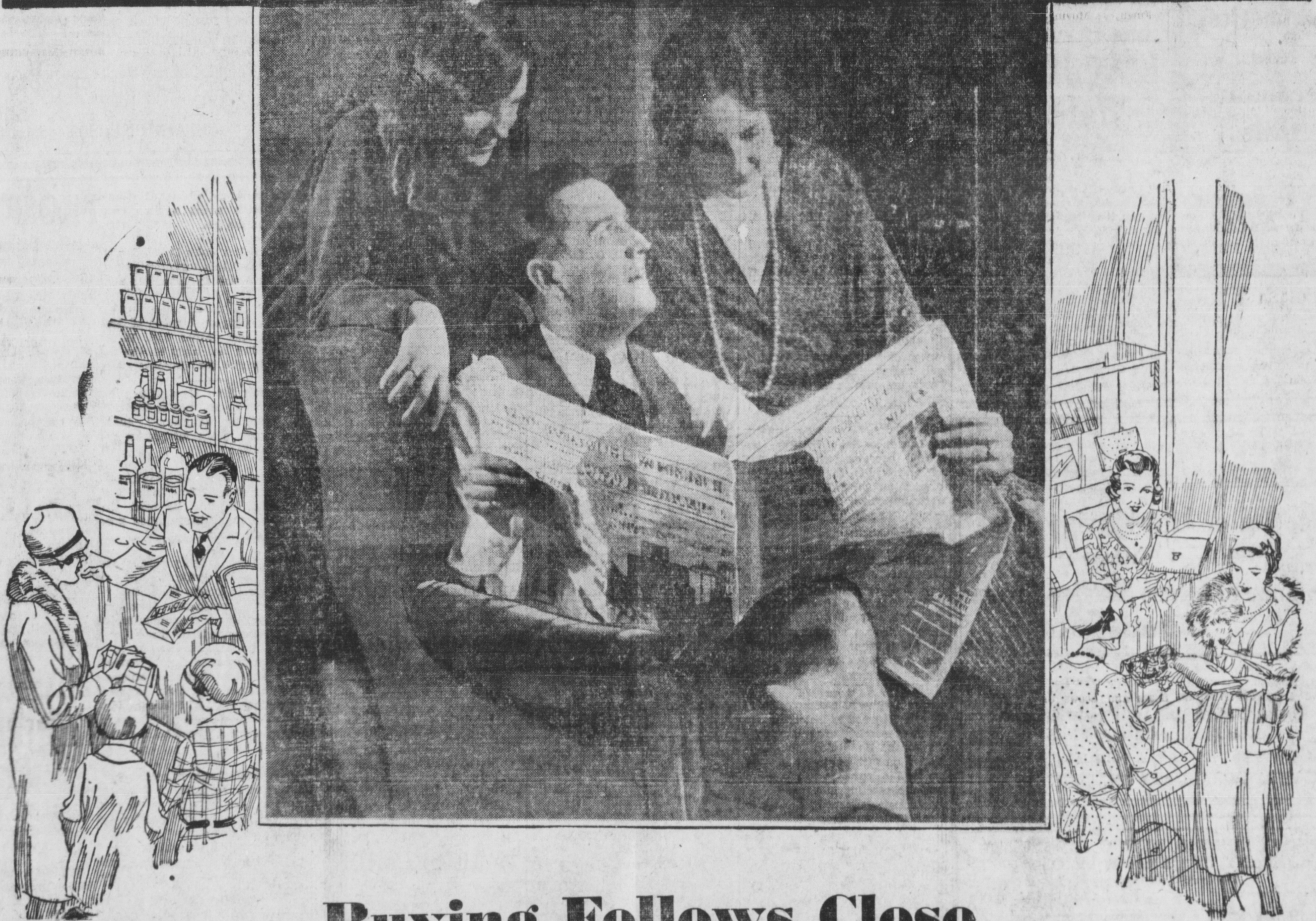


IMMEDIATE SALES IMPRESSIONS ARE CREATED BY DAILY NEWSPAPERS



Buying Follows Close Upon Reading

Present day business conditions demand keen discrimination in the selection of advertising media. All other considerations are subordinated to that of---RESULTS.

Immediate sales are the goal. Every dollar must do a real selling job.

To-day, more than ever, manufacturers and retailers insist on direct cash returns from their advertising investment.

The daily newspaper stands out as the medium which best meets cash-register requirements.

Daily newspaper advertising spurs to immediate action.

It influences men and women to buy *now* the products advertised.

Response from daily newspaper advertising is assured. Business executives know that daily newspaper advertising moves to action vast groups of people quickly.

Manufacturers and retailers are analyzing their advertising investment more thoroughly to-day than ever before. They are insistent that their advertising must *sell*—and they know that the daily newspaper is the one sure medium for that purpose.

This advertisement is sponsored by the Canadian Daily Newspaper Association