

UNDER THE SURFACE

At this very moment, under the surface of Canadian business and economic conditions, many millions of hidden dollars lie buried by uncertainty and over-cautiousness.

Of Canada's ten millions of people nine millions decimal something-very-considerable—are still "on the job", steadily at work, drawing regular wages, or supported by those who are at work.

And spending less than they can well afford to spend.

This reluctance to buy was initiated by want of confidence and born through the "my job may go next" idea. This complex, multiplied by millions, has become a most formidable habit that is now being broken in the slowly gaining fight to reach anew our national prosperity.

This is the time—with gradual improvement evidencing a fuller and more reasonable measure of national confidence—to dig out and put back into useful circulation these hidden hoards of Canadian buying power.

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The Daily Newspapers are more powerful today than ever to eat through the outer crust of consumer resistance and reach the buying public which represents 90% of all our people.

Most Canadians are at work. They read their newspapers today with keener interest than ever before. Reach them by placing your message in that atmosphere of vitality which the Daily Newspaper brings as no other medium can do.