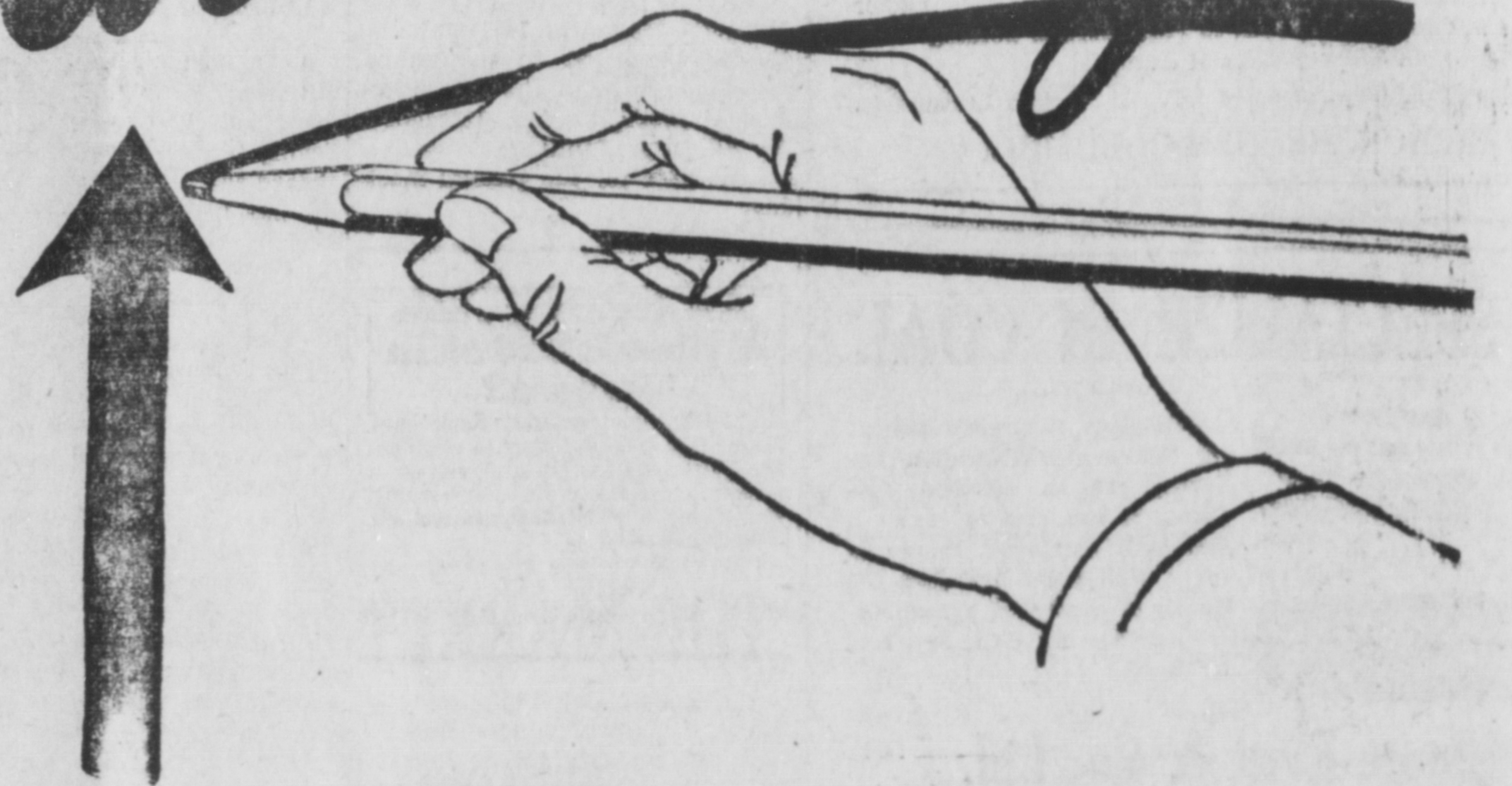


# Eliminate the Frills from Advertising!



**F**OLKS who are in the position to know where sales are made, where results are immediate and who demand action from advertising—continue to use space in the daily newspapers.

While others argue about the efficacy of various media, the retailer who sells direct to the consumer consistently invests his money in daily newspapers. *The retailer demands dividends, and he gets them—rich dividends.*

The medicine that is good for the retail outlet is equally good for national advertisers whose aim is to reach the same consumer through the retailer.

The biggest advertisers in the world use daily newspapers day in day out, year in and year out, and they must know something about successful advertising.

**T**HE most successful national advertisers in Canada have always made the daily newspapers the backbone, if not the entire structure, of their merchandising set up. They too have found frills costly and non-productive.

*There are still those who must learn by a series of experiments—do you want to be one of these in 1932?*

Make no mistake, the retailer knows where results are sure, where sales are made. National advertisers will do well to keep this in mind when making plans for increased sales in Canada this year.

We suggest the elimination of frills in advertising and the focussing of attention on the markets afforded by daily newspapers where the audience is always assured.

*This advertisement is sponsored by the Canadian Daily Newspapers' Association.*