



**IMMEDIATE ACTION  
FOLLOWS  
NEWSPAPER ADVERTISING**

Speed is vital to modern business and the daily newspaper---vibrant with speed and action---is the swiftest and most flexible medium to deal with immediate problems in Canadian marketing.

Retailer, distributor and manufacturer alike have proved the superior efficacy of daily newspapers as sales instruments. Their abiding preference for daily newspaper advertising is based on years of experience.

The daily newspaper deals with things of to-day. It records what is going on now. Attuned to the modern tempo, it is the master expression---in the advertising field---of the twentieth century demand for despatch, action and results.

Every day it carries to its readers the pulsating news of the world of people and the latest buying news of the world of merchandise.

Daily newspapers create more than desire for a product. They provide the necessary impetus to translate desire into actual purchase.

The daily newspaper is an immediate sales stimulant. It breeds instant action on the part of the buyer. Newspaper advertising sends customers to the retail counter **NOW---TO-DAY.**

**The Daily Newspapers of Canada**

*This Advertisement is Published Under the Auspices of the Canadian Daily Newspapers Association*

