

THE LOAN AND THE NEWSPAPERS

A Story of Intelligent Advertising

ON MAY 11th Premier Bennett announced the Dominion Conversion Loan with an objective of \$250,000,000. On June 1st the Prime Minister announced that the Loan had been subscribed to the sum of \$639,816,500 — an over-subscription of two and one-half times.

Canadian business men are familiar with the loan. They knew that the Government had sufficient assurance of large blocks of bonds to guarantee the objective. They knew that the real success of the loan depended on an over-subscription from the free flow of bonds in private hands all over Canada, which would come forth at the call of the Nation.

But even the most optimistic were hardly prepared for such a successful flotation as the figure which the Prime Minister revealed to the country in his budget speech.

The Conversion Loan was not merely a success, it was a success in the largest and widest measure.

The degree of response with which the loan was met may be attributed to scores of factors, but one of the very definite reasons for the smoothness and rapidity of the transaction, the readiness of the public, the lack of question, and the ease with which tens of thousands of small transfers were put through, lies in the application of the force of advertising in the daily newspapers of Canada.

The Government carried a series of clear-cut announcements in every daily newspaper throughout the Dominion. These in turn were

supplemented by the individual advertisements of banks, bond dealers, and financial houses. The use of other media was inconsequential. Nearly all of the expenditure went into the form of advertising in Canadian daily newspapers.

Advertising made the work of the Conversion easy!

Advertising brought thousands and tens of thousands of small individual investors into the offices of banks, financial brokers and trust companies with their bonds.

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What newspaper advertising accomplished in this particular instance it is accomplishing day by day for the whole fabric of commerce and industry in Canada.

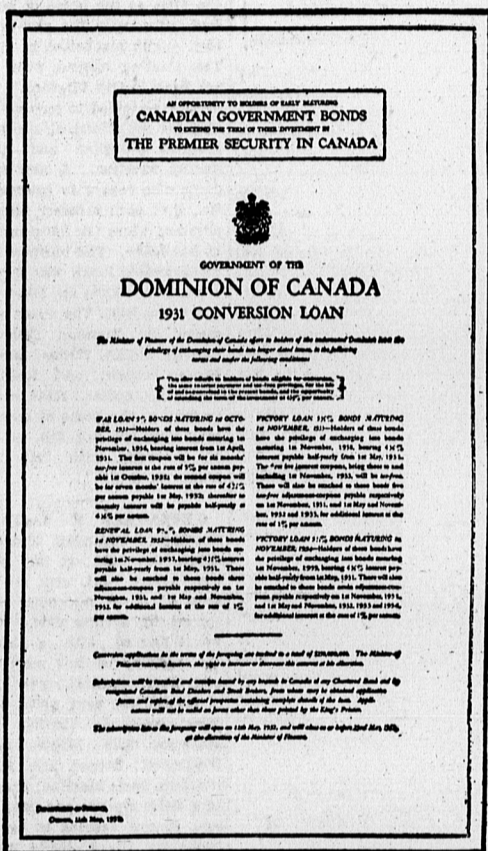
In this Dominion there is no substitute for newspaper advertising.

The geographic extent of Canada, its span of provinces extending over the vast breadth of a continent, its scattered population, its trading areas with widely differing business conditions, all tend to make the Canadian daily newspaper the one

universal medium of information and advertising in this country.

This is why the newspapers of Canada occupy an outstanding position as the messengers of the Dominion's welfare and progress. This is why the successful national advertiser in Canada, without exception, looks upon the Dominion's skein of daily newspapers as his primary and indispensable medium.

Ask any recognized advertising agency.



The Dominion Government advertisement reproduced in miniature above, and those which followed it, were published in every daily newspaper in Canada, coincident with the announcement of the Dominion Conversion Loan, which had an objective of \$250,000,000, and secured \$639,816,500 within two weeks.

THE DAILY NEWSPAPERS OF CANADA