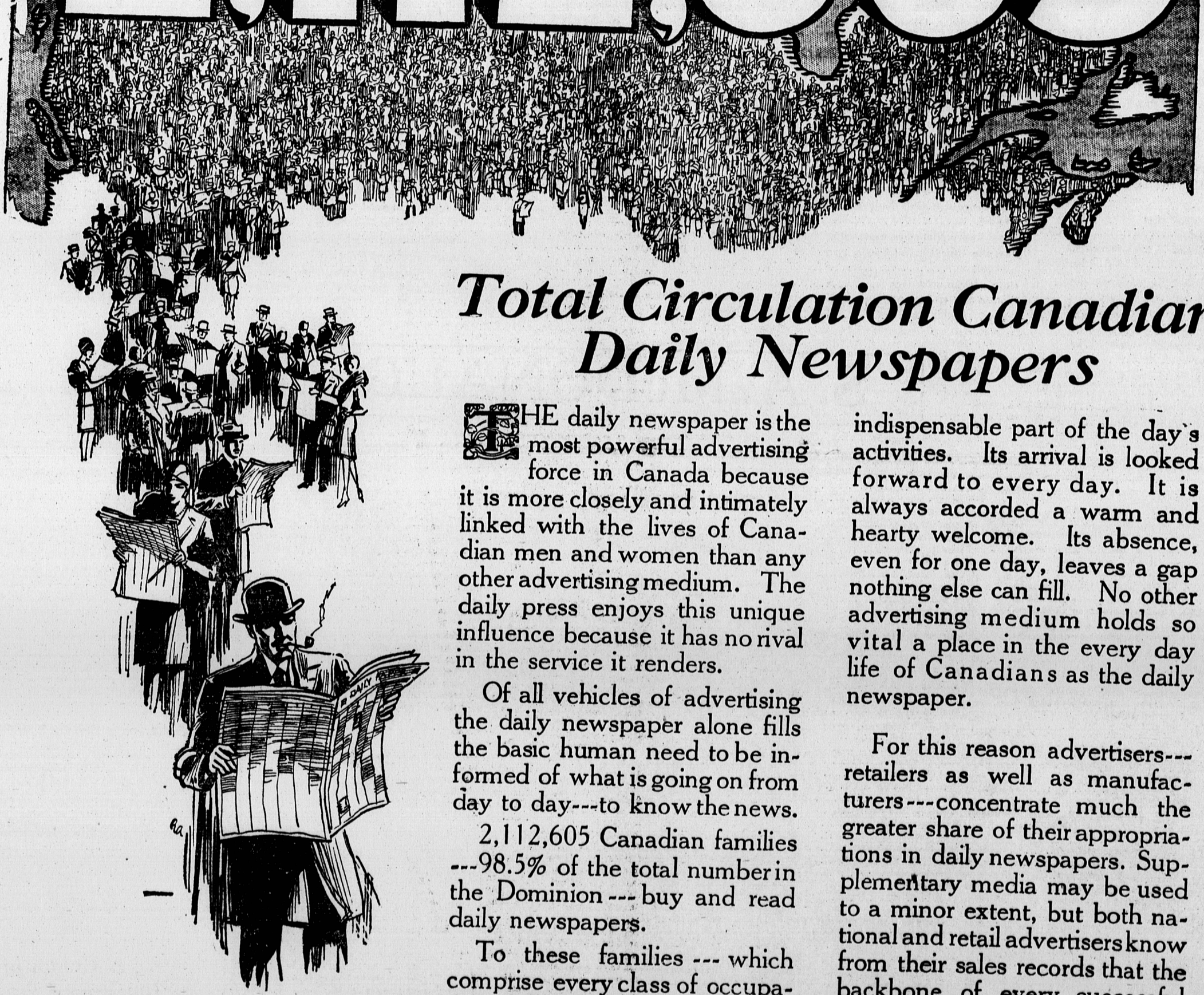


Every Day

2,112,605



Total Circulation Canadian Daily Newspapers

THE daily newspaper is the most powerful advertising force in Canada because it is more closely and intimately linked with the lives of Canadian men and women than any other advertising medium. The daily press enjoys this unique influence because it has no rival in the service it renders.

Of all vehicles of advertising the daily newspaper alone fills the basic human need to be informed of what is going on from day to day---to know the news.

2,112,605 Canadian families ---98.5% of the total number in the Dominion --- buy and read daily newspapers.

To these families --- which comprise every class of occupation and every range of income --- the daily newspaper is an

indispensable part of the day's activities. Its arrival is looked forward to every day. It is always accorded a warm and hearty welcome. Its absence, even for one day, leaves a gap nothing else can fill. No other advertising medium holds so vital a place in the every day life of Canadians as the daily newspaper.

For this reason advertisers---retailers as well as manufacturers---concentrate much the greater share of their appropriations in daily newspapers. Supplementary media may be used to a minor extent, but both national and retail advertisers know from their sales records that the backbone of every successful advertising campaign in Canada is the daily newspaper.

The Daily Newspapers of Canada

This Advertisement is Issued under the Auspices of the Canadian Daily Newspaper Association