



# Cash Registers Will Ring Before the Christmas Bells

**E**VERY day from now till Christmas is a fresh opportunity for the alert merchant to increase his sale of Christmas goods. Aggressive daily newspaper advertising will do this. The buying public everywhere look on the daily newspaper as their shopping guide. Every day they turn to its advertising columns for helpful gift suggestions. They buy goods advertised in its pages.

Leading merchants know there is no substitute for the daily newspaper for stimulating the sale of Christmas merchandise. Their continued use of it year after year is based on actual cash register returns.

This advertisement is sponsored by the Canadian Daily Newspapers Association.

LANGLEY DONGES