

In Season and Out of Season

NEWSPAPER ADVERTISING WORKS — In All Seasons — All The Time

Summer or Winter, Spring or Fall, people want the NEWS. No matter where they go, they want the news (particularly through their hometown newspaper which tells them of the activities at home and keeps them informed of what's happening among their friends, their local business). Likewise they maintain their interest in the offerings of their favorite home stores.

Advertisers —

who wish to keep their names before their regular customers, even to the extent of maintaining that contact while patrons are away from home, can do so through their advertising messages and announcements in their local newspaper.

Good Manners —

Newspaper advertising never interrupts, obtrudes, annoys. It gets the VOLUNTARY attention of readers who turn to it at their convenience, for information that they want and need in order to buy to their own best advantage.

IT'S TIME TO SCRUTINIZE
ADVERTISING BUDGETS!

The volume of advertising carried by Canadian Weekly newspapers continues to climb to an all-time high. Last year showed a substantial gain over the previous year, and a gain of more than 100% over the pre-war year of 1938.

THE ACTON FREE PRESS

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