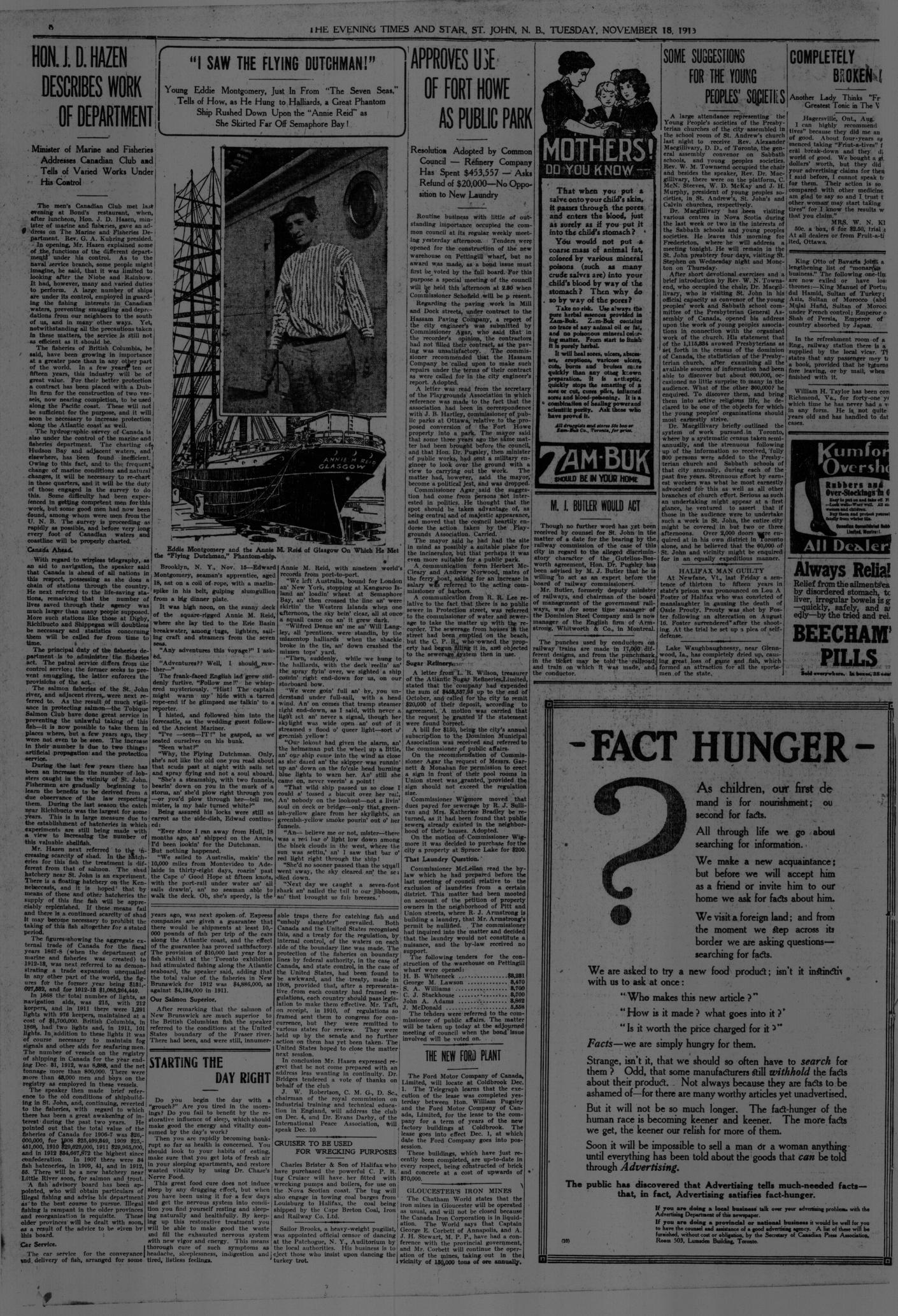
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Always Relia Relief from the ailments ca by disordered stomach, tc liver, irregular bowels is g —quickly, safely, and as edly—by the tried and rel.



-FACT HUNGER -

As children, our first de mand is for nourishment; ou

All through life we go about searching for information.

We make a new acquaintance; but before we will accept him as a friend or invite him to our home we ask for facts about him.

We visit a foreign land; and from the moment we step across its border we are asking questions-

We are asked to try a new food product; isn't it instinctiv

Strange, isn't it, that we should so often have to search for them? Odd, that some manufacturers still withhold the facts about their product. Not always because they are facts to be ashamed of-for there are many worthy articles yet unadvertised.

But it will not be so much longer. The fact-hunger of the human race is becoming keener and keener. The more facts we get, the keener our relish for more of them.

Soon it will be impossible to sell a man or a woman anything until everything has been told about the goods that *can* be told through *Advertising*.

The public has discovered that Advertising tells much-needed factsthat, in fact, Advertising satisfies fact-hunger.

If you are doing a local business talk over your advertising problems with the

If you are doing a provincial or national business it would be well for you to have the counsel and assistance of a good advertising agency. A list of these will be furaished, without cost or obligation, by the Secretary of Canadian Press Association. Room 503, Lumsden Building, Toronto.