

*A man ought to get
all he's entitled to!*



The world of double-dips is not so far from the world of business. In *both* worlds a man should get what he's entitled to.

If you sell products in this town,
as a retailer...
wholesaler...
salesman...
or district manager,

how much advertising help are you getting from the people who make the products?

If they are giving you advertising help with "national" media, you are getting some assistance—but not all the help you're entitled to.

Full help means full coverage of all the customers who can possibly buy your product. The only way to get this kind of help is with *advertising in newspapers*.

Let's keep the picture straight.

SATURDAY EVENING POST REACHES ONLY.....



Saturday Evening Post circulation, for the same area that the News-Review covers is only 2,158 copies. Only 12.2% of the families in Douglas County!

LADIES' HOME JOURNAL REACHES ONLY.....



Ladies' Home Journal circulation, for the same area that the News-Review covers is only 1,821 copies. Only 10.3% of the families in Douglas County!

LIFE REACHES ONLY.....



Life circulation, for the same area that the News-Review covers, is only 1,850 copies. Only 10.5% of families in Douglas County!

NEWS-REVIEW REACHES OVER.....



The News-Review day in and day out has a circulation of 9,300. The number of homes in this area is 17,600. That's 52.8% coverage!

Look at your list of products. If each one is not fully supported with newspaper advertising—speak up!

Retailers and wholesalers: When the suppliers' men call on you, ask for newspaper advertising before you place an order.

Salesmen and district managers: When you make your report to the boss, give him these figures about your market—and underline them! All your business is local, and it's local coverage that counts!

The newspaper is always "first with the most"