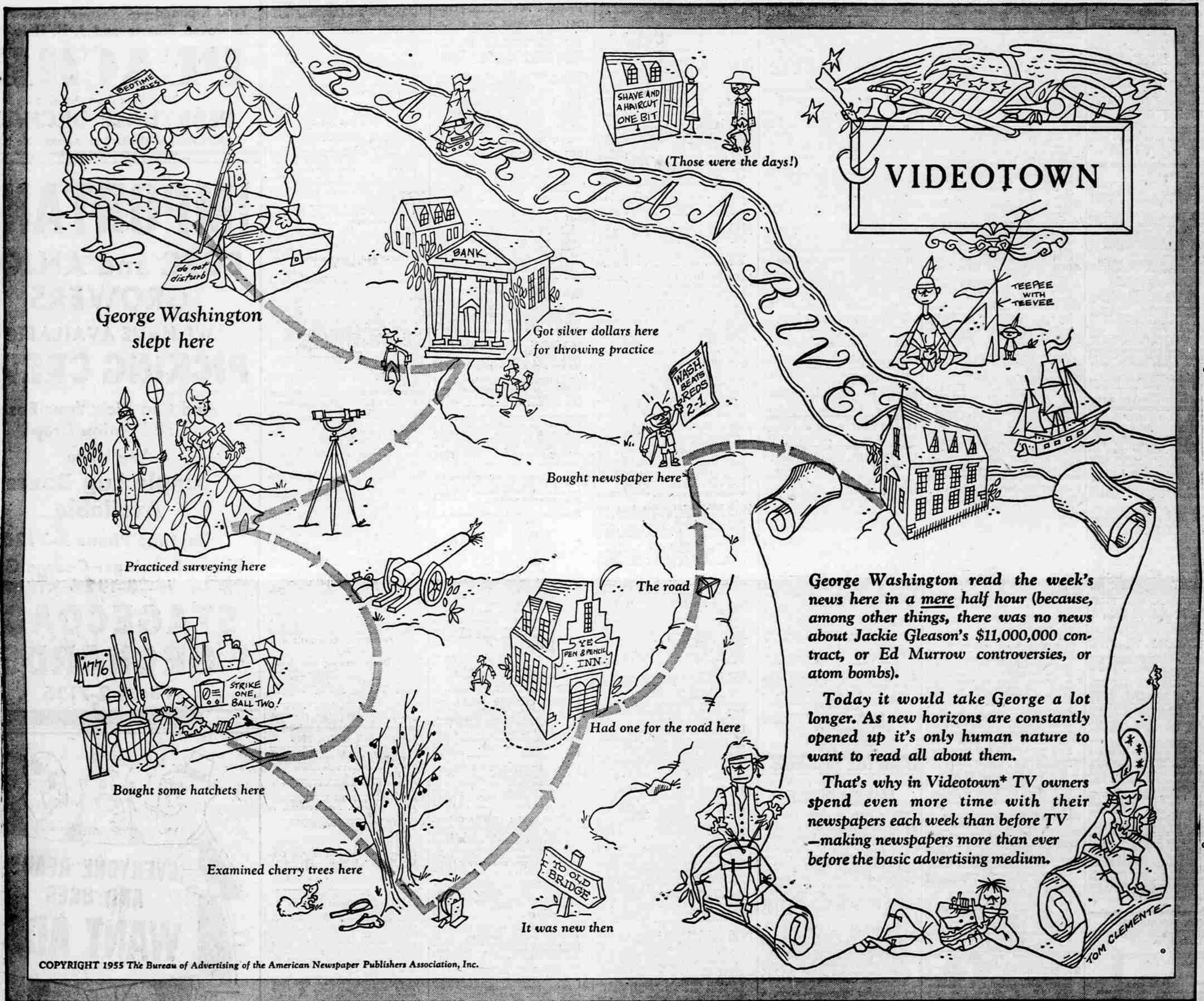


One thing hasn't changed since Washington slept here—human nature!



George Washington read the week's news here in a mere half hour (because, among other things, there was no news about Jackie Gleason's \$11,000,000 contract, or Ed Murrow controversies, or atom bombs).

Today it would take George a lot longer. As new horizons are constantly opened up it's only human nature to want to read all about them.

That's why in Videotown* TV owners spend even more time with their newspapers each week than before TV—making newspapers more than ever before the basic advertising medium.

* Videotown is New Brunswick, New Jersey, a place of considerable historic background and a typical American community. It was chosen by the Cunningham and Walsh advertising agency as a laboratory for the study of the growth of television and its impact on American social habits.

The study, begun in 1948, shows that TV had been

cutting deeply into normal daily routines, except for one—newspaper reading.

Videotown TV owners spend more time with newspapers each week than before TV.

Why does newspaper reading become ever more popular? Because newspaper reading is as natural as breathing—and, so far, nothing has come along to

replace either one. Matter of fact, latest U. S. circulation figures show newspapers at an all-time high of 55,072,480, up 600,000 in one year.

Nothing comes close to newspapers as America's Number One advertising medium. Advertisers placed more money in newspapers last year than in television, radio, magazines and outdoor—combined!