WHO?	*advertisers*
WHAT?	*invested record $3,070,000,000*
WHEN?	*last year*
WHERE?	*in newspapers*
WHY?	*because...*

...newspapers produce top results!

Last year, advertisers—large and small, national and local—spent more than $9 billion on all forms of advertising.

The lion's share—$3,070,000,000 or one-third—was invested in newspapers. A record-shattering sum. A sum greater than that put in TV, magazines, radio and outdoor combined!

With circulation up to a new high of 56,000,000 copies purchased daily, the newspaper continues to give the most value received for dollar investment. Here's how advertisers rated leading advertising media as reflected by the money they invested, according to preliminary estimates for 1955, *Printers' Ink*, Feb. 10, 1956:

Newspapers	$3,070,000,000
Television	1,005,000,000
Magazines	723,500,000
Radio	545,000,000
Outdoor	192,500,000

Use the newspaper to get the best return on *your* advertising dollar.

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