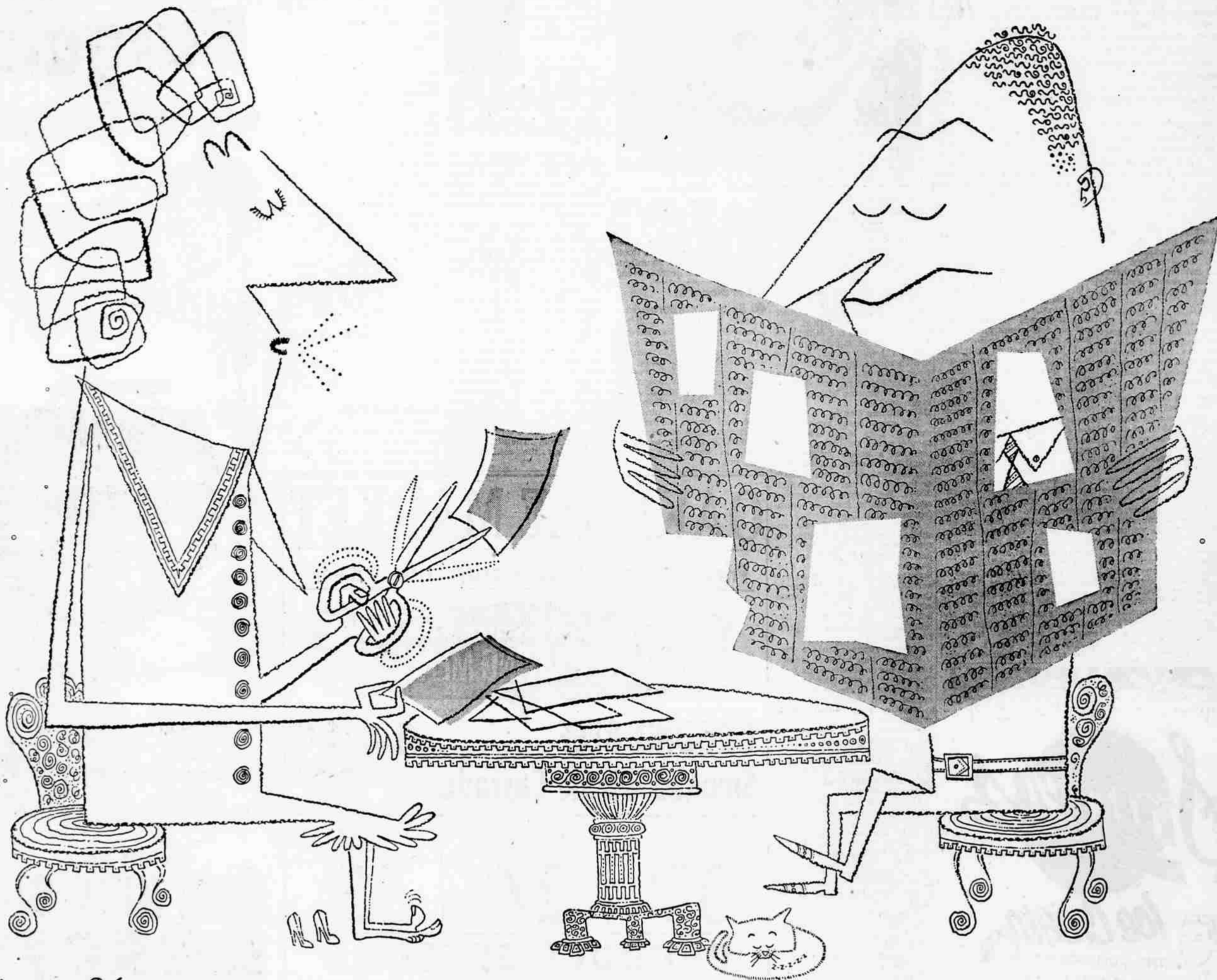


# WHY DO YOU READ THE NEWSPAPER?

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*“I go over the ads every day...it’s part of reading the newspaper”\**

Ask ten different people why they read the daily newspaper and you’ll probably get ten different answers. That’s because the newspaper offers *so much* under one roof to interest people—local and world-wide news, sports, comics, fashions, gardening, home planning, business news, teen-age columns, human interest pictures, entertainment news, and much more.

Newspaper reading is a local habit done on a national scale. And one habit common to almost all newspaper readers is *shopping* the paper. As the lady in our illustration says, “It’s part of reading the newspaper.” That is one of the fundamental

reasons why an all time high of almost 57,000,000 newspapers are eagerly bought—and read—every day.

The newspaper is a basic need in peoples’ lives and is naturally a *basic selling tool* for all advertisers—national, regional, local—from big manufacturers to merchants on Main Street.

Is it *your* basic advertising medium?

\* One of hundreds of statements from “*The Functions of Newspapers for Their Readers*”, a study conducted by Social Research, Inc., for the entire newspaper industry.