

WHY DO YOU READ THE NEWSPAPER?

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"I get the styles and keep up-to-date

on how I should look

and whether I look like

*the rest of the kids"**

Whether people want to "keep up-to-date" on world, national or local news, baseball scores or the latest styles in Bermuda shorts, the newspaper is the favorite medium — for adults *and* for teens.

It's the favorite because the newspaper has a wealth of reading for *everybody*. Newspapers serve almost all our 16,000,000 teens as well as the millions of adults who read daily newspapers. That's why daily newspaper circulation is highest ever — over 57,000,000.

Advertisers should find it profitable to turn their attention to the teen-age market. According to a recent survey made for newspapers

by Eugene Gilbert & Co., famous youth authority, teens spend over \$9,000,000,000 a year of their own money on a variety of products. They also have considerable influence on family spending.

No matter *what* you sell; no matter *how* you sell it — nationally, regionally or locally — you'll find *more* prospects of *all* ages in the daily newspaper. Use it to get your most profitable return.

* From "The Functions of Newspapers for Their Readers," a study conducted by Social Research, Inc. for the entire newspaper industry.