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Ready for the Summer shopping stampede?

June, July and August are busting out all over — in sales. Last year summer retail sales were \$1,400,000,000 more than spring sales. Summer sales gains in 1956 over 1955 were 32% greater than gains for the average quarter for the rest of the year.*

Summertime is shopping time because shopping's easier. Days are longer and the weather is better. Our booming economy has given more people more money to spend. Last year civilian employment averaged an unprecedented 65 million and zoomed as high as 66.8 million people at the seasonal peak during the summer months!*

Daily newspaper circulation is highest ever, too — now up over 57,000,000. And it remains practically constant throughout the year. There is no summer replacement for the daily newspaper!

Each summer more and more advertisers — national, regional and local — are rushing their ads into newspapers to take advantage of the surge in summer buying. Make sure you get *your* share of summer sales. Use the daily newspaper this summer — all summer long

All business is local...and so are all newspapers.

*U.S. Department of Commerce