

WHY DO YOU READ THE NEWSPAPER?

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"I sit down with the paper every day to read it

*and look for ads on things I need..."**

Morning, noon or night, any day of the week, in the house or out, the newspaper remains to be read—and shopped—at the reader's convenience. Some folks like to read their newspapers before bed. Others relish them with their breakfast.

This is one of the great pluses for an advertiser—as so many advertisers well know. An ad is read by newspaper readers when the readers feel like it. There is no intrusion upon the readers' time and thus no resentment by prospective customers.

[The convenience appeal of daily newspapers is one reason

why people pay over \$3,000,000 a day for the privilege of reading and shopping from more than 57,000,000 newspapers daily. People like to ponder over a potential purchase . . . and the best place to ponder is in the newspaper.

Whatever you sell, wherever you sell it—nationally, regionally or locally—you'll get more help selling it through the newspaper . . . where people find time to listen to your story.

* From "The Functions of Newspapers for Their Readers," a study conducted for newspapers by Social Research, Inc.