

TOP MAN ON THE TOTAL POLE

A total of almost \$10,000,000,000 was spent for advertising last year... and nearly a third of it was spent in daily newspapers. \$3,235,600,000, to be exact.

That's *more* money in newspapers than ever before... *more* than in any other medium... *more* than in TV, radio, magazines and outdoor *combined*. And 1956 wasn't unusual.

Every year, newspapers are on top of the *total pole*. The reason is simple. For results, newspapers can't be topped.

Use the daily newspaper as your *basic advertising medium*. Most advertisers do. The final totals for 1956:

Newspapers . . . \$3,235,600,000			
Television . . .	\$1,209,900,000	Magazines . . .	\$794,700,000
Radio	\$570,700,000	Outdoor	\$199,600,000

Source: McCann-Erickson, Inc.

