

"Oh, heavens, I don't know how you could get along without the newspaper! You'd never know about sales or where to buy anything."*



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

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NEWSPAPERS + PEOPLE = ACTION

Every day when newspapers and people get together, things start popping. News stories, editorials and features constantly arouse readers to action. So does the advertising. Without the daily newspaper, as the lady says, "You'd never know about sales or where to buy anything."

Newspaper advertising differs from many other

kinds of advertising because it is wanted. It is looked upon as news and read with as much interest. But people not only look for advertising in the newspaper — they act upon it. They buy from it.

That's why advertisers, year after year, spend more money in daily newspapers than they do in radio, television, magazines and outdoor combined.

Over 58,000,000 newspapers are bought daily, providing complete news, features, information — and advertising. If it's action you want — action you'll get — from your advertising in the action medium, the daily newspaper.

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