

THE ONE TRUE NATIONAL ADVERTISING MEDIUM

IS

THE DAILY NEWSPAPER... *because* 88% of America's families get a newspaper every day. That's national coverage!

Over 100 million people read a newspaper on an average day. Every one of these readers has the opportunity to see every advertisement in the newspaper. Only a *few* of these people can be reached by any radio, television or magazine message.

Unlike television and radio, newspaper advertising is always ready and waiting to suit the time, place and convenience of the consumer. The newspaper is always selling—and always selling to more people than any other medium.

If you want to sell *more* products to *more* people, use the daily newspaper—the one true national advertising medium!