



Who created the idea that went into the message



that sent the reader out of the house to buy?

SINCE A MAJOR AMOUNT OF ADVERTISING is created by advertising agencies, the chances are that one of the country's 3,000 skilled advertising agencies thought up, wrote, designed and placed the newspaper ad that sent this lady out to buy.

Last year advertising agencies and other advertisers in the U.S. and Canada placed over \$10 billion worth of advertising in newspapers, magazines, radio, television and outdoor advertising.

The largest amount, by far, was invested in daily newspapers.

The function of an advertising agency is to increase the sales and profits of its clients. In the relatively few years that agencies have been in existence they have helped to make thousands of products household words. Through their contribution to greater sales, they as well as their clients have helped us to enjoy the highest standard of living anywhere in the world.

And, from the start, agencies and newspapers have worked closely to bring news of products and services to *you*, the consumer. Most agencies, like the clients they serve so well, recognize the daily newspaper as the most effective advertising medium to introduce and maintain any product on the market.

THE TOTAL SELLING MEDIUM IS THE DAILY NEWSPAPER