



DAILY NEWSPAPERS SELL APPLIANCES FROM FACTORY TO FAMILY

THE APPLIANCE INDUSTRY, an \$8-billion business, turns to the daily newspaper for help in marketing its numerous wares. With over 50 types of products, incorporating thousands of different models, this industry relies on the medium whose proven flexibility insures sales during periods of greatest opportunity. That medium is the daily newspaper.

Appliance manufacturers use daily newspapers regularly to maintain brand recognition. They take full advantage of newspapers' unique qualities to use them geographically, seasonally, and strategically to meet peak demands, stimulate sales, and meet competition.

All along the sales line the appliance industry depends upon the daily newspaper to move its products to the ultimate consumer. Appliance distributors and retailers, as well as utilities, use the daily newspaper to get immediate sales results on the local scene.

With circulation at an all-time high of 58,605,000 copies, daily newspapers have a greater effect than ever on more people, thus moving more goods along the marketing line. Daily newspapers sell products nationally and locally, insuring brand acceptance and immediate sales. **THE TOTAL SELLING MEDIUM IS THE DAILY NEWSPAPER**