



“FOR VALUE RECEIVED”

When you add up the money advertisers spent in 1959 for...

all their television commercials	\$1,525,500,000
all their magazine ads	866,200,000
all their radio commercials	638,000,000
all their outdoor billboards	193,200,000
	\$3,222,900,000

...and you compare the total with the amount they invested
in DAILY NEWSPAPERS alone **\$3,517,000,000**

...you'll understand just how much advertisers *rely* on
daily newspapers!

Source of figures: Publishers' data