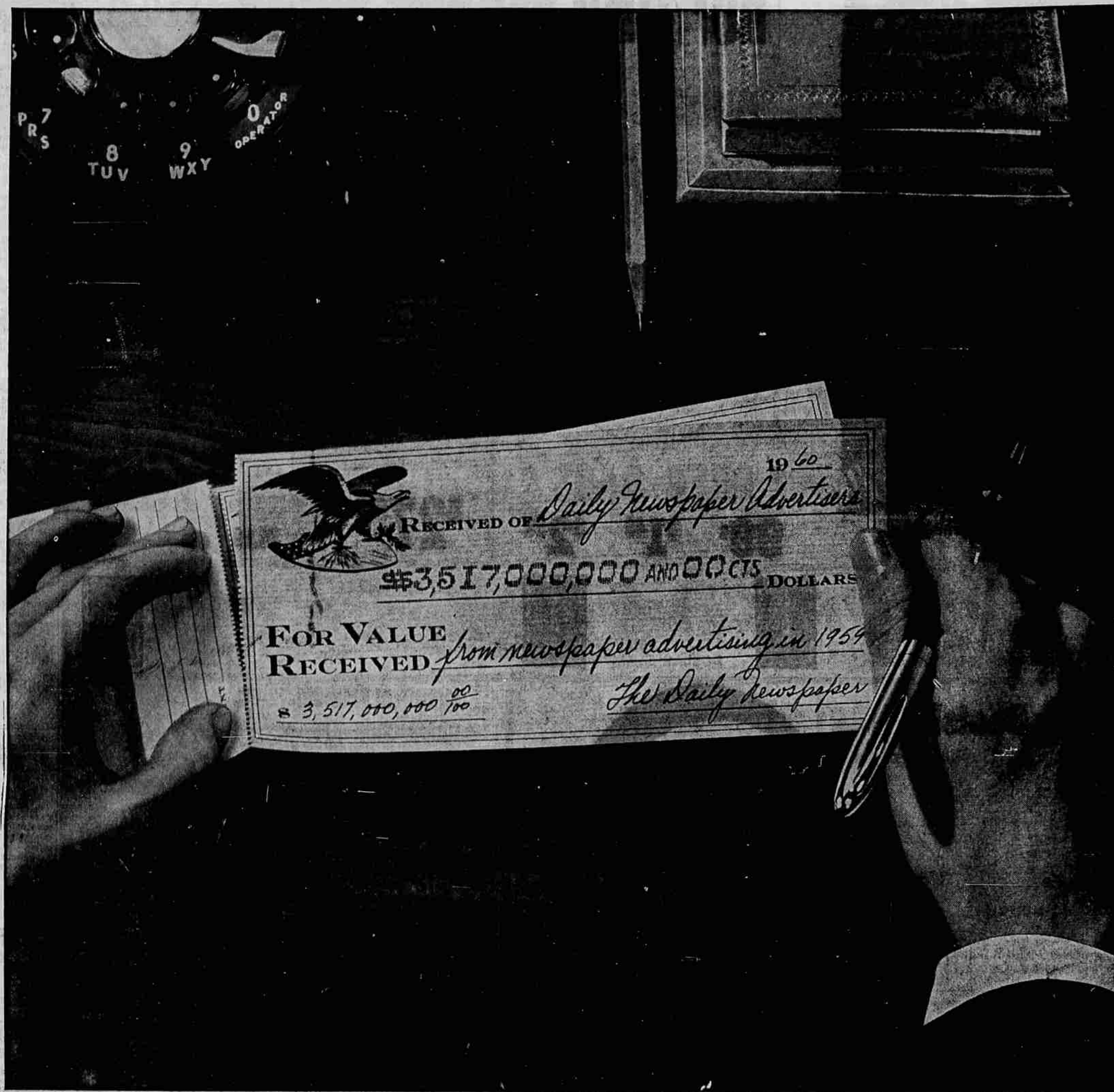




# “FOR VALUE RECEIVED”

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            |
|                                        | <u>\$3,222,900,000</u> |

...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' Ink