



# “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 .....

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