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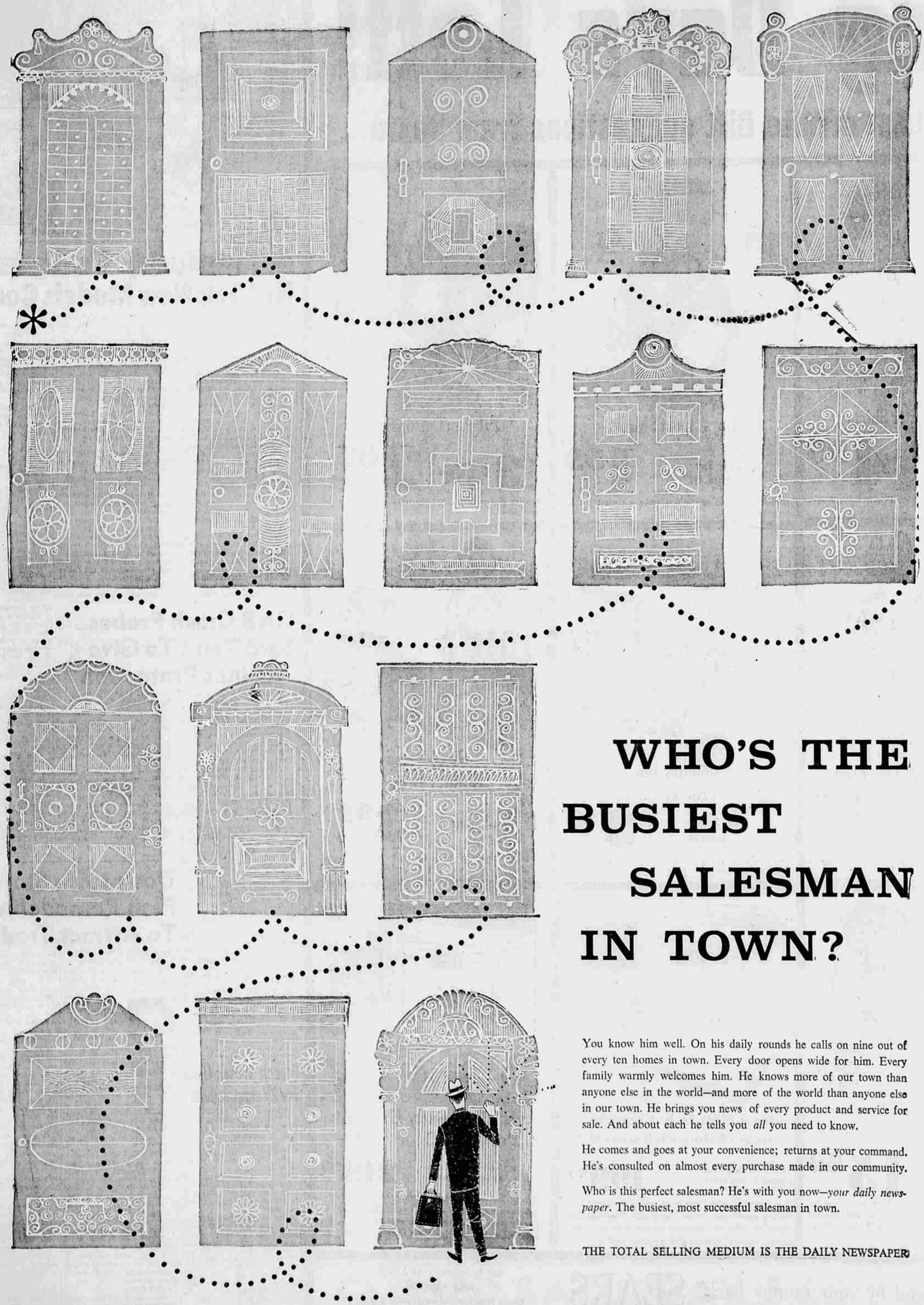

# WHO'S THE BUSIEST SALESMAN IN TOWN?

You know him well. On his daily rounds he calls on nine out of every ten homes in town. Every door opens wide for him. Every family warmly welcomes him. He knows more of our town than anyone else in the world—and more of the world than anyone else in our town. He brings you news of every product and service for sale. And about each he tells you *all* you need to know.

He comes and goes at your convenience; returns at your command. He's consulted on almost every purchase made in our community.

Who is this perfect salesman? He's with you now—*your daily newspaper*. The busiest, most successful salesman in town.

THE TOTAL SELLING MEDIUM IS THE DAILY NEWSPAPER

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