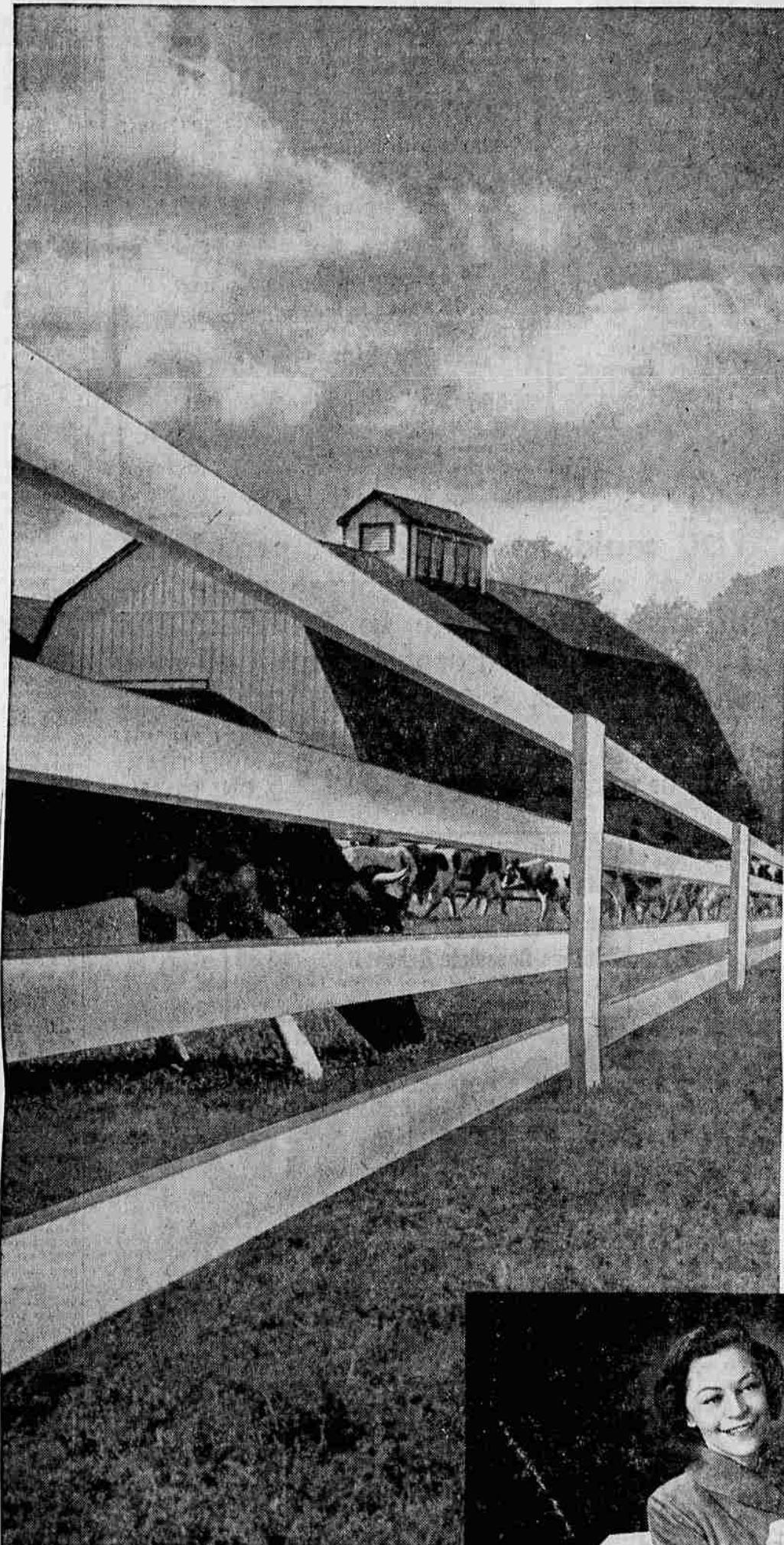


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DAILY NEWSPAPERS SELL DAIRY PRODUCTS FROM PASTURE TO PUBLIC

THE DAIRY INDUSTRY, with sales of \$12 billion a year from hundreds of types of products, is a giant of the great food business.

The daily newspaper, another giant, is a dominant influence in helping dairy manufacturers and dairy associations to increase the public's demand for their products. These advertisers use the daily newspaper as a national force to keep the public aware of the innovations and nutritional value of dairy products.

The thousands of local processors and retailers of dairy products use the daily newspaper

regularly to move their products from store to home.

The daily newspaper is a vital force in this mass movement of dairy products from the moment they are processed to the moment they are placed on the table. With practically everyone consuming them, it is necessary to move them through the medium that reaches practically everyone. The daily newspaper reaches nationally—and reaches locally—with 58,299,723 news-filled copies every day.

THE TOTAL SELLING MEDIUM IS THE DAILY NEWSPAPER