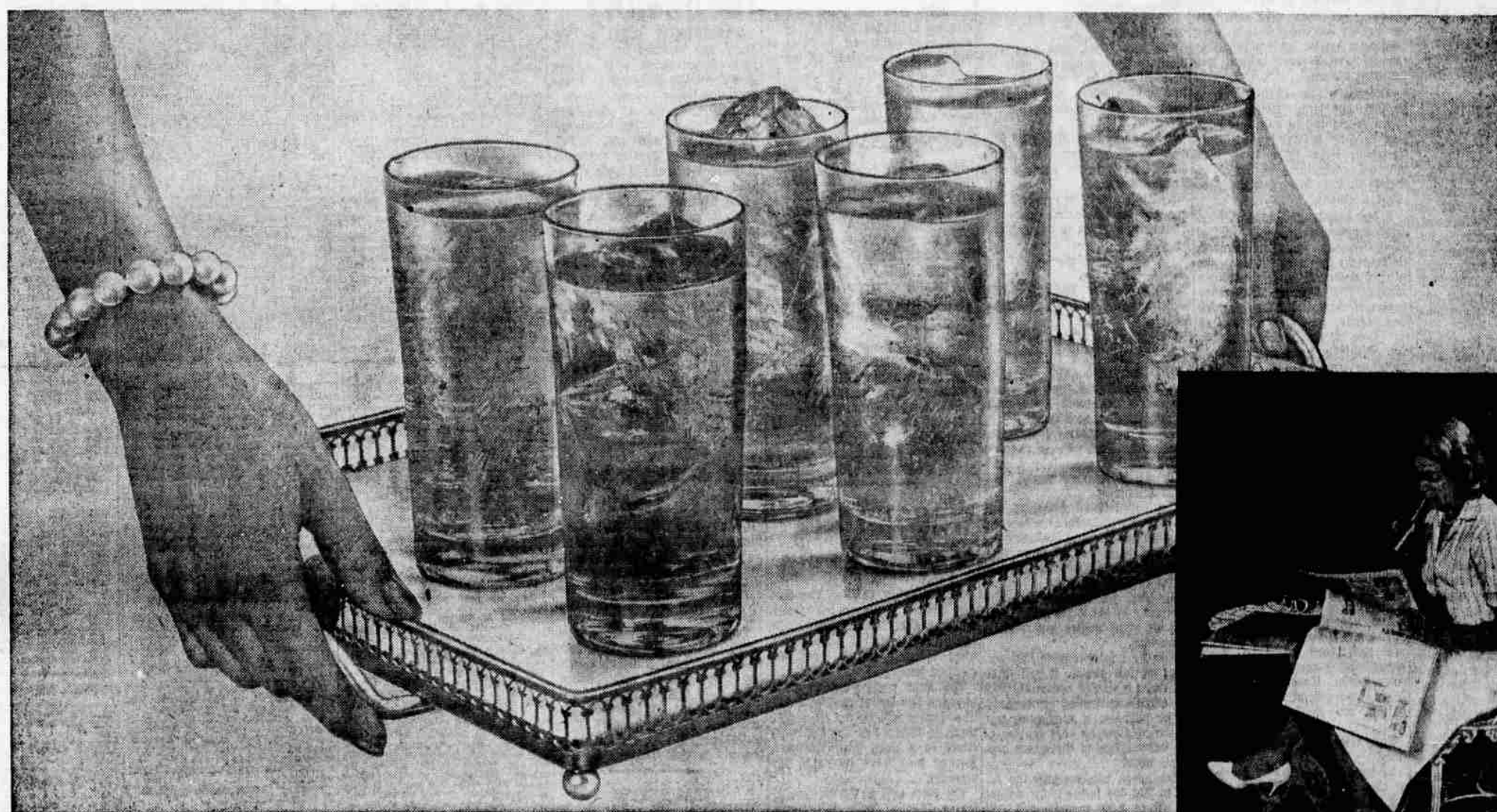
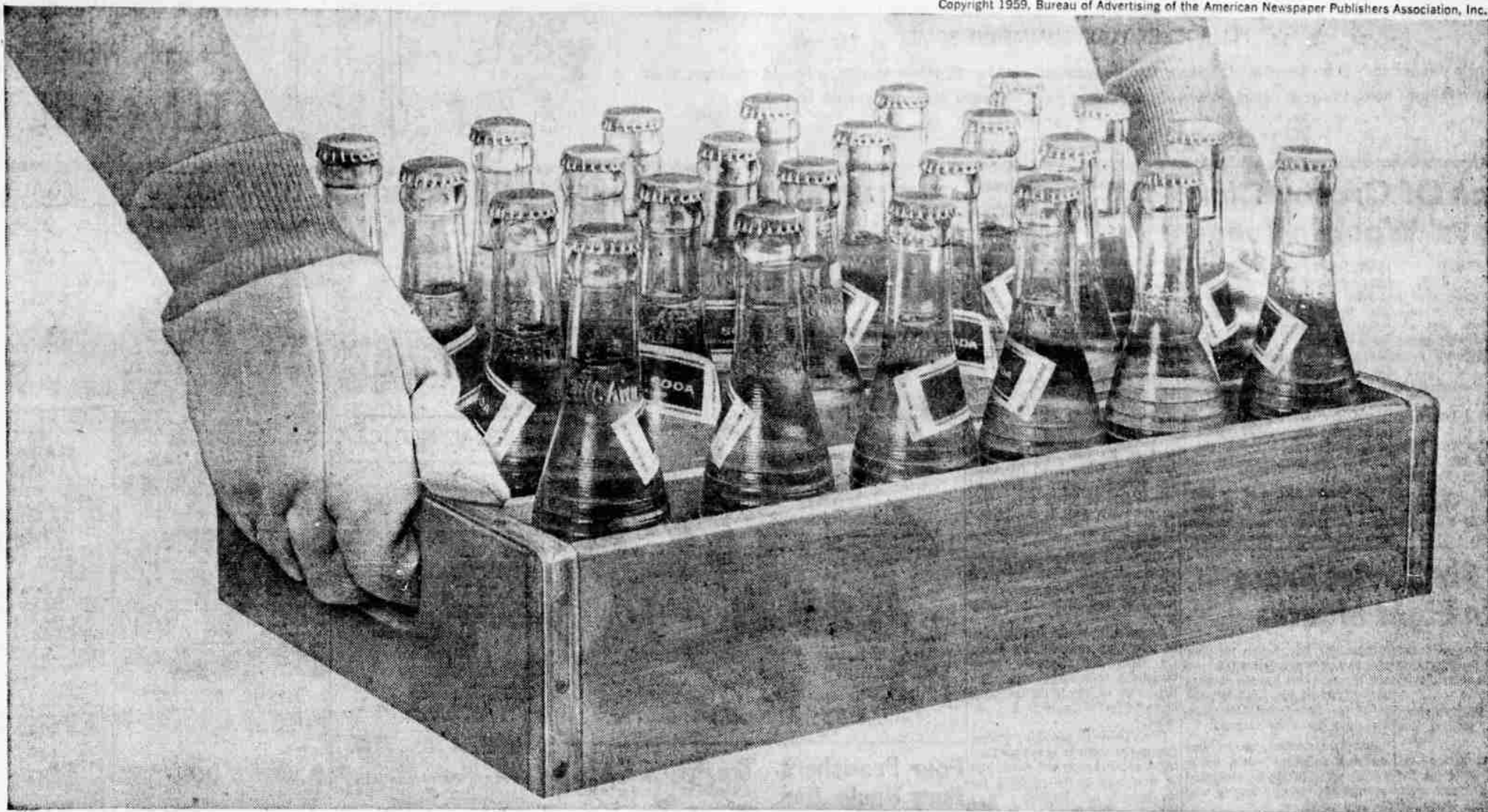


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ONLY DAILY NEWSPAPERS SELL SOFT DRINKS FROM BOTTLER TO BUYER

THIS YEAR more than 35,000,000,000 bottles of soft drinks will be sold in the U. S. and Canada. The average consumption will reach 183 bottles per person. The amount spent for this sea of soft drinks will be well over \$1,500,000,000!

Daily newspapers play a sparkling role in the steady growth of this billion dollar business. National soft drink companies find the daily newspaper's qualities uniquely helpful in solving their many marketing problems. And the daily newspaper's flexibility helps them adjust their advertising to regional and seasonal sales differences.

Local, regional and franchise bottlers, and retailers of soft drinks depend on the daily newspaper to reach the greatest number of consumers in their market. Last year local advertisers, including retailers of soft drinks, spent \$2½ billion in newspapers — six times more than in radio; nine times more than in TV. Every day people buy 58,000,000 copies.

If you want to quench your thirst for sales, use the Total Selling daily newspaper. It sells products nationally and locally — all the way to the consumer.

THE TOTAL SELLING MEDIUM IS THE DAILY NEWSPAPER