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ONLY NEWSPAPERS SELL TOILETRIES FROM CHEMIST TO CUSTOMER!

TOILETRY MANUFACTURERS spent over \$34,000,000 in 1958 in newspapers to reach their millions of men and women customers. This kind of spending, year after year, helps to pay off handsomely for the toiletry business whose sales according to the Bureau of the Census, are highest ever.

Retailers of toiletries, too, know the value of steady, strong newspaper advertising on the local scene. They can easily see the effects—their sales of toilet preparations are up, also. Most local advertisers are firm believers in the retailers' number one medium, the Total Selling daily

newspaper. That's why they invested an overwhelming \$2,375,000,000 last year in newspapers—six times as much as in radio; nine times as much as in television.

Put the combined national coverage and local impact of the Total Selling daily newspaper to work on your products. It sells goods—at all levels at the same time and in the same medium.

THE TOTAL SELLING MEDIUM IS YOUR DAILY NEWSPAPER

Herald and News

Published in the interest of more effective advertising by...