

DAILY NEWSPAPER CIRCULATION IS NOW 58,604,942 — LARGEST IN THE HISTORY OF THE NEWSPAPER INDUSTRY!

More daily newspapers are being read these days because more newspapers are being sold. The latest count (Audit Bureau of Circulations — six months ending March 31, 1959) showed that daily newspaper circulation has reached an all-time high. The combined daily newspaper circulation of the U.S. and Canada is also a new record — 62,471,247.

This strong testimonial to the magnetic appeal of the daily newspaper is of particular importance to advertisers — both national and local. It means that their messages have been given even greater opportunity to be seen, examined and acted upon.

With its record net paid circulation, the daily newspaper, more than ever, earns its title as the Total Selling Medium. It sells more people all along the line from manufacturer to consumer.

If you want to penetrate deep into a sea of buyers, use the daily newspaper — with the highest total audited circulation ever! *The Total Selling Medium is the Daily Newspaper.*

