



DAILY NEWSPAPERS SELL FOOD FROM FARM TO FAMILY

THE FOOD INDUSTRY, biggest business in all the world, depends on the daily newspaper to help it move its many thousands of different items off grocers' shelves. In 1958 consumers spent a record \$79,000,000,000 for food—more than they spent for any other product.

Food processors use the daily newspaper to keep consumers constantly aware of the brand names that appear on their packages and containers. They rely on it as the most important medium to carry news of over 6,000 new products they announce every year. Because food is news, they naturally turn to the world's outstanding news medium.

On the local scene the daily newspaper plays an equally efficient and important role for food

distributors and retailers. For them the daily newspaper is an indispensable means of communication between them and the food-conscious housewife. It is indispensable because it generates immediate results.

All along the vital food line, from growers and processors to the hungry consumer, the daily newspaper, with a record circulation of 58,605,000 copies, performs a gigantic task of moving this mass of goods. It moves all kinds of products because it sells them nationally and locally with dependable regularity.

THE TOTAL SELLING MEDIUM IS THE DAILY NEWSPAPER

Herald and News