



**your ad  
becomes  
livelier and  
lovelier  
with ...**

Color brings buying traffic right to the product or service you want to sell! Color is an invitation to buy ... an invitation to try. Color produces greater eye-appeal ... stronger impact ... bigger results ... and what's most important ... **MORE SALES.** In test after test it has been proved that the added selling impact of color creates additional sales, offsetting its small additional cost. Test after test prove color makes them bow to the irresistible urge of giving your product or service greater reader attention. Color does a powerful job in producing results! Color brings an astounding increase in readership, impact, retention, and sales. Get details from the advertising man who handles your account. Discover how color in your advertising makes people stop and read ... and gives them an irresistible urge to buy.

**SELL MORE WITH  
COLOR  
ADVERTISING**

**A Color Advertising Campaign in  
The Herald and News can mean  
plus business for you**

Phone TU 4-8111 and talk to your newspaper representative. He will gladly give you any assistance you may need for using color.

**Herald and News**

