

©1961, Bureau of Advertising, A. N. P. A., Inc.

60,283,114

58,881,746

58,299,723

57,418,311

DAILY NEWSPAPERS

ARE NOW CARRYING MORE ADVERTISING TO MORE PEOPLE THAN EVER BEFORE

Daily newspaper circulation in the United States has now reached 60,283,114*—this is the highest figure in the history of our country. The combined newspaper circulation of the U.S. and Canada has also climbed to a new record—64,397,118.*

Steady vigorous growth such as this can come from only one thing: ever-increasing public and advertiser recognition of the newspaper's pre-eminence as a medium of communication. That's why advertisers also are investing more money in newspapers than ever before—\$3,702,800,000** in 1960.

It is particularly important to advertisers—both national and local—that people

are reading almost a million and a half more newspapers than a year ago, more than ever before. It means that advertisers' messages now have an even greater opportunity to be seen, absorbed, and acted upon.

More readers mean more prospects reached, more customers sold, more value for the advertising dollar. For a rising sales curve, use the daily newspaper to carry your advertising to the largest constant consumer audience in North America.

*Source: Audit Bureau of Circulations; average for six months ended March 31, 1961.

**Source: Printers' Ink final estimates for 1960.

Published in the interest of more effective advertising by

Herald and News