

BASIC ADVANTAGES OF NEWSPAPERS OVER ALL OTHER MEDIA!*

1. People buy our product every day because it is a complete news media.
2. Our newspapers' circulation is guaranteed by Audit Bureau of Circulations.
3. Newspapers await the convenience of the reader (buyer).
4. Newspapers are part of our daily life, recording our activities from birth until death.
5. Newspapers give mass coverage at lowest cost per customer reached.

*These are facts with which every newspaper man or woman should be acquainted so that we can all help do a constructive job of public relations among our friends and acquaintances.

TED ROBERTSON
Publisher