



**“FOR
VALUE
RECEIVED”**

When you add up the money advertisers spent in 1959 for...

all their television commercials	\$1,525,500,000
all their magazine ads	866,200,000
all their radio commercials	638,000,000
all their outdoor billboards	193,200,000
	<u>\$3,222,900,000</u>

...and you compare the total with amount they invested in DAILY NEWSPAPERS alone..... \$3,517,000,000

...you'll understand just how much advertisers *rely* on newspapers!

PUBLISHED IN THE INTEREST OF MORE EFFECTIVE ADVERTISING BY

The GEORGETOWN HERALD

Source of Figures: Advertiser's Ink