

MR. BUSINESSMAN

Here Are Ten Solid Facts You Should Consider In Planning Your Advertising

1. "The Liberal" is an advertising medium that is WANTED — it is sought after and paid for — and advertising in it is not an intruder in the home. It is welcome and accepted.
2. 89% of "The Liberal" circulation is INSIDE its market area without over-extending into less promising and far away markets.
3. "The Liberal" provides penetration in the Richmond Hill and nearby Vaughan and Markham Township markets by reaching virtually every family and customer.
4. People read "The Liberal" ads when they are ready to make a decision and act — WHEN THEY ARE READY TO BUY.
5. "The Liberal" is convenient; it may be consulted at a time MOST CONVENIENT to every member of the family.
6. People like to read "The Liberal" ads. Newspaper surveys have shown that 85% of people want their newspapers to contain advertising because advertising in itself IS NEWS — informative news of great economic value.
7. Every issue of "The Liberal" contains localized INFORMATION and FEATURES of interest to Richmond Hill and surrounding district residents and EVERY MEMBER of their families.
8. Reading "The Liberal" is a long established habit with local residents and is a part of their everyday living.
9. The newspaper is ideal for comparison — advertised items in "The Liberal" may be easily compared with items in other newspaper ads.
10. THE PRINTED WORD as it appears in "The Liberal" is MORE RELIABLE than the spoken word and it cannot be refuted because it's more easily available for re-checking. More accurate information is obtained BY READING than by listening. The spoken word lasts but a second — THE PRINTED WORD IS ETERNAL.

THE MOST EFFECTIVE AND MOST ECONOMICAL WAY TO PROMOTE
BUSINESS IS THROUGH NEWSPAPER ADVERTISING

which naturally means

The Liberal

"Home Paper Of The District Since 1878"

FULLY PAID CIRCULATION (ABC)

63 YONGE ST. S. RICHMOND HILL 884-1105-6 — 285-3316