

# Newspaper Advertising DOESN'T INTRUDE

... It Goes Where It Is Invited

**PEOPLE BUY NEWSPAPERS  
BECAUSE THEY WANT  
ALL THE NEWS**

They are as much interested in the advertising columns as the news columns because advertising is the news of what is available in goods and services in the stores they know.

There are no gadgets to turn off the advertising in newspapers. Nobody wants it turned off. Every survey ever made shows that people prefer to have the newspaper they buy contain advertising because the

**Advertising Is News!**

The newspaper is there all day and far into the night. It is there for the whole family to read.

**And They Do!**

It is there to be read at the time and under the circumstances when the reader asks to be informed. It is there for the housewife to tear out the ads and take them with her when she shops.

**And She Does!**

There are no dials to turn on. There is no problem of turning the dial at just the right time. There is never a question about the advertiser's message to the reader.

**Newspaper Advertising Goes Where It Is  
Invited. No Other Medium  
Can Say That.**

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# The Liberal

*"Home Paper Of The District Since 1878"*

**ON SALE EVERY THURSDAY MORNING**