

MR. ADVERTISER . . .

Here Is Why Your Local Newspaper Ad Provides Greatest Return For Your Dollar

When you place your advertisement in your local, home-town newspaper, an unexpected telephone call or visitor will only delay your message, NOT LOSE IT FOREVER!

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 at 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! They can refer to your ad a day later, a week later, or a month later.

It is there to be read at the time and under the circumstances when reader asks to be informed. It is there for the housewife to tear out the ads and take them with her when she shops. 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 whether the advertiser's message gets to the reader. Local newspaper advertising goes where it is invited. It sells because it is read at your customer's convenience.

No Other Medium Can Say That!

The Eldorado Success

PRINTING ——— ADVERTISING ——— NEWS

