

Hint Altarthrater Fuentuy Herald
 Washington Pupils wetan

##  <br>  <br> 

GOP Leaders Want
Active Ike Support
Thousands
 Wilson Airs Views After Talk to lk
Now





We think this is the greatest newspaper story ever told

This is a survey that the Newspaper Adverising Executives Aisociation made of 664 member newspapers. 632 of those papers representing 76\% of the total circulation. of all U.S. and Canadian newspapers, (cover. ing every leading marker in both countries) responded to $: 2$ questionnaire.
A hypochetical manuufcturer of an acceprable product sold in drug and grocery stores offered newspapess a 5000 line contract . . and

Here is the merchandising support at the
local level that these newspapers offered

534 Newspapers will make
11,885
Personal calls
on principal outless in their makkers to otrain dis.
uributon, to accuaint retailer with the campaign, and gew window or counter displyy.


## 625 Papors will contact 13;846

Srecery and Drug Stores for Tiedn Advertising
Thits me mumber of grocery and drug stores regu lanly deverising in these newspapers and who will b sollideted for tieain copy -on the basis the advertiser

590 Newspapers will make 92,875 Mailings
Of gards of letters or reprints and schedules to elecen ed lista of grocery and drug stoies in their maskets.




182 . $1 . A N D$....

 These bulletins reach
... and only newspapers can do it!






