

Here's Why, Mr. Business Man . . .



3 Reasons Why:

1. On an average, 2696 people PAID FOR copies of The Press each week last year.

And that's only a part of the story!

Because it's a safe bet that for each family that gets The Press, at least three people read it. That's 8,088 readers. (Figure it yourself!)

And even that isn't the whole story. For a lot of copies are passed from family to family. As one subscriber told us:

"On our creek, 12 families read my copy of The Press".

In Other Words 'A Lot of People SEE The Press'

2. They don't stop at SEEING it; they don't stop at just GLANCING at it. They READ it.

All you have to do to be convinced of that is to watch people when they get The Press. (Try it!)

And if you still doubt the paper is read from "kiver to kiver", just be in our office, sometime when we've made a mistake — on page 47 or 79 — and see how many people tell us about it!

3. Macon County people are interested in ALL the local news. That includes the BUSINESS news of the community. They want to know what they can buy, and where they can get it, and for how much.

They're interested in the news about YOUR business . . . whether its merchandise or services or a second-hand plow you have to sell.

And if those 3 aren't reasons enough why it's Good Business for you to pay out money to Advertise in The Press — so you can get a lot more MORE money than you pay out — here's a 4th: Just

Ask The Man Who's Tried *Advertising in The Press*

The Franklin Press

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