

MARYSVILLE (Kansas) ADVOCATE - April 10, 1952

READEX - Reader Interest Report from 100 Men and 92 Women

Advertisements Listed by Classification in Order of PER CENT OF INTERESTED READERS

Made with Cooperation from: SOUTHWESTERN BELL TELEPHONE COMPANY  
 RALSTON-PURINA FEED COMPANY  
 UNITED STATES BREWERS' FOUNDATION  
 KANSAS POWER AND LIGHT  
 THE BAR ASSOCIATION OF THE STATE OF KANSAS

Sec.	Page	Advertisement	Size in Lines	INTERESTED READERS Per Cent	
				Men	Women
<b>PRODUCTS, PUBLIC RELATIONS &amp; UTILITIES</b>					
<b>AGRICULTURAL</b>					
B	5	PURINA FEED - MUCHOW-RICHTER IMPLEMENT CO.	284	31%	22%
C	2	PURINA FEED - MUCHOW-RICHTER IMPLEMENT CO.	280	9	9
C	4	DEKALB SEED CORN	170	10	5
C	5	OCCO MINERAL COMPOUND - WALLACE BACKMAN	58	2	3
B	6	VICTOR CHICK GRANULES - PERRY HATCHERY & FARM SERVICE	59	2	3
C	2	DR. SALSBUURY - CHICK MEDICINE - SIMPSON'S DRUG	56	2	.
<b>AUTOMOTIVE</b>					
C	3	DODGE - BAKER MOTOR CO.	372	16	14
C	1	BUICK - NORDHUS MOTOR CO.	650	16	6
B	1	GOODYEAR TIRES - ANDERSON OIL CO.	288	11	3
C	6	CADILLAC - SENDER PONTIAC CO.	680	9	5
C	5	PONTIAC - SENDER PONTIAC CO.	504	9	3
C	4	PACKARD - SCHROLLER MOTOR SALES	532	8	4
C	2	INTERNATIONAL TRUCKS - MUCHOW-RICHTER IMPLEMENT CO.	396	7	2
<b>BUILDING</b>					
C	4	COOK'S FLOOR ENAMEL - SIMPSON'S DRUG STORE	170	7	10
B	6	ZEPHYR AWNING - TY THOMPSON	100	4	8
C	3	PITTSBURG PAINT - HOWELL LUMBER CO.	97	2	8
C	1	COOK'S PAINT - SIMPSON'S DRUG STORE	65	2	2
<b>FOODS &amp; BEVERAGES</b>					
C	2	DAIRY QUEEN - ICE CREAM	170	7	5
C	1	COCA-COLA - MARYSVILLE COCA-COLA BOTTLING CO.	212	5	5
<b>HOME FURNISHINGS &amp; APPLIANCES</b>					
A	5	MAYTAG WASHER - HAAR ELECTRIC	120	8	5
A	4	MAYTAG RANGE - HAAR ELECTRIC	32	5	5
<b>PUBLIC RELATIONS &amp; UTILITIES</b>					
C	1	UNITED STATES BREWERS' FOUNDATION	116	27	32
B	1	BAR ASSOCIATION OF STATE OF KANSAS	118	17	8
C	4	KANSAS POWER AND LIGHT COMPANY	696	8	13
B	6	KANSAS POWER AND LIGHT CO.	375	14	4
C	3	SOUTHWESTERN BELL TELEPHONE CO.	280	4	13
C	1	SOUTHWESTERN BELL TELEPHONE CO.	140	5	8
<b>ALL OTHERS</b>					
A	5	AIRSTEP SHOES - MAXWELL SHOE STORE	306	10	28
A	4	SCAMPEROOS SHOES - SHOEBOX	172	7	23
A	5	ROBLEE SHOES - MAXWELL SHOE STORE	288	14	14
A	4	RANDCRAFT SHOES - SHOEBOX	168	7	16
C	3	GLAMORENE - CARPET CLEANER - STANTON HARDWARE	88	3	4
C	2	ANSCO FILM - EDINGTON STUDIO	70	2	4
C	5	ARCH PRESERVER SHOES - MAXWELL SHOE STORE	50	2	3