

WHAT DO YOU READ IN OUR PUBLICATION?

Dear Reader:

To help us write better stories and advertisements -- so we can give you more of what you like -- less of what you don't like in all parts of our publication -- please show us what news stories and advertisements you remember were of interest to you in this issue of our paper.

Presumably by this time you have looked through your regular copy of this issue as much as you usually do. If so, please follow these instructions as soon as you can -- before you read any other paper if possible.

1. Go through the entire paper.
2. Look at every item on every page -- every picture, every news story, every personal item, and every advertisement. Start with the front page. Go through to the back.
3. Draw a line from top to bottom, down the middle of every item and advertisement you remember was of interest to you when you first went through this paper.
4. Use the blue pencil enclosed to indicate you are one of our men readers.
5. If you have not previously read this issue as much as you usually do, simply write "HAVE NOT READ" on the front page and return it to us.
6. When you have marked every item and advertisement you remember was of interest to you -- on every page from first to last -- put your marked copy in the enclosed BUSINESS REPLY ENVELOPE and put it in the mail! WE PAY THE POSTAGE for your report. We hope you will mark your copy and mail it today while your memory is fresh.

Thanks for your help. We hope you will be repaid many times in the future with a paper that contains even more of the things you like.

Sincerely,

*Your Editor and
Advertising Manager*

→ Copy is changed as needed to produce returns from men and women separately or for handling by Newsboy or Western Union Messenger.