
READER CONFIDENCE

—AN IMPORTANT EXTRA DIVIDEND

There are reasons you know of for advertising in The San Francisco Chronicle—the facts of a trend that is *UP*.

There's the ever-growing circulation throughout Northern California and the always increasing volume of local and national advertising. There's the cumulative confidence of a community in its only home-owned newspaper. And there's the confidence of a whole region in its only *modern, growing* newspaper.

AND, that means an extra dividend on advertising in The San Francisco Chronicle. We give you *reader confidence*.

Our reader is a fellow with an able-to-buy family in the house. They've read The Chronicle for years, and they've grown up with it into a new world and a new way of looking at the world. And in fraternity and sorority houses on California campuses, it's the favorite paper of their sons and daughters—the able-to-buy householders of tomorrow, acquiring early what has come to be known as The Chronicle habit.

The recent circulation gains of The Chronicle in Northern California have not been made on “premium” or “contest” campaigns. All these readers, new and old, are readers because The Chronicle answers their news needs, and they feel that, in a way, they have helped shape its policy.

The Chronicle's numerous innovations during the past few years have been accepted by the readers as their very own innovations—because they are in tune with contemporary life.

Here is a paper that satisfies their very real hunger for news so presented that it becomes its own best commentator. They see in its progressiveness the changing face of their own modernity. For that reason they believe what it says.

This is why The Chronicle pays an extra dividend on every advertising dollar invested with it. This is the extra dividend—the fact that the reader respects the news and advertising he sees in a paper which is of himself and his time.—The San Francisco Chronicle.

San Francisco Chronicle

The City's Only Home-Owned Newspaper