



## It takes a **GIANT** to deliver just what 225,000 doctors ordered

The man in white, carefully compounding the doctor's prescription, is a druggist. He is one of 110,000 dedicated pharmacists across the land who contribute to safeguarding the health of all of us.

Throughout the year, these druggists stand ready to give you exactly what the nation's 225,000 doctors order. It's a giant task—a conscientious task—that the druggists perform.

Your local druggist is also a business man, a retailer of many diversified products in addition to drugs. His wares may range all the way from toiletries to toasters.

That's why 73% of the total advertising budgets of all drug stores is invested in newspapers.\* Drug store operators have found that newspaper advertising is the most effective and efficient way to keep you informed about products and prices.

\*Drug Topics

And from years of experience, they also know it gets results.

Like the druggist, most advertisers depend on newspapers for results. That's why, year after year, they invest more money in newspapers than they do in radio, television, magazines and outdoor combined.

**All business is local... and so are all newspapers**