



Built and operated by U. S. Bureau of Reclamation, Montana's new Hungry Horse Dam generates over 280,000 kilowatts through its enormous power plant.

It takes a GIANT...

It takes a giant to develop the massive amounts of power today's record-breaking production requires.

But it takes no less a giant to generate the sales power your advertising requires. When it comes to sales power, the newspaper stands like a solitary giant—a giant who lives in every town.

Last year, advertisers spent \$2,695,000,000 in newspapers—more than they spent in radio, TV, magazines and outdoor combined!

Newspaper circulation is at an all-time high. Over 55,000,000 newspapers

are bought daily by people who want the complete who, what, when, where and how of local and world events. This thorough news coverage appeals to readers in all walks of life.

Whether you sell asparagus or zwieback, automobiles or zippers, anchovies or zithers — you'll sell more of them faster with newspapers.

In today's competitive market, every selling job is a giant selling job. Use a giant to do that job. Use the newspaper!

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

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