

Number 3 of a series • Copyright 1956, Bureau of Advertising, American Newspaper Publishers Association



It takes a **GIANT**

to move mountains

It takes a giant to move mountains of merchandise, too. In the world of selling there is a giant who lives in every town — the newspaper.

The newspaper digs deep in any market for every last sale. Nothing develops the rich ore of responsive customers like the newspaper because:

1. Over 56,000,000 newspapers are sold every day.
2. Newspapers entered 88% of the nation's homes yesterday.\*
3. 64% of men and 73% of women read the general news pages with advertising.†

In other words, people buy and read and SHOP the newspaper every day. More and more, retailers, wholesalers and distributors are exploiting this *daily* habit by advertising in newspapers regularly. More and more, manufacturers are doing the same, giving retailers heavy support.

In today's competitive world, if you want to move merchandise, you need a giant's help. You need the *newspaper*.

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

\*Market Research Corporation of America nationwide newspaper survey  
†Continuing Study of Newspaper Reading

Giant stripping shovel built by Bucyrus-Erie for Sunnyhill Coal Co.,  
near Lexington, Ohio. Dipper scoops up 45 cubic yards at a gulp.