



Two-million dollar giant telescope at Lick Observatory, atop Mt. Hamilton, Calif., will open up new vistas to star-gazing astronomers.

## It takes a **GIANT** to open up new worlds

New markets can be new worlds to advertisers. And advertisers need the powerful services of a giant to open up *their* new worlds. This giant is the newspaper — a giant who lives in every town.

*When sales-wise advertisers set their sights on a market they use the newspaper to capture that market. They know the newspaper can pin-point a locality for them much the same way a telescope pin-points stars in the sky.*

More than 55,000,000 newspapers are bought daily by people in all walks of life. Newspapers satisfy the yearning of people to know what goes on — around the world and *particularly* around the corner. "I see by the paper" is one of the most widely, most often spoken phrases in our language.

"I see by the paper" is a *buy*-word, too. Retailers, wholesalers and distributors depend upon newspaper advertising because it produces **buying response**. It moves the merchandise they sell — *fast*.

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.***