



Giant jaws of the Berger crane at Crown Zellerbach's Camas, Washington paper mill pick up 50 tons of logs at one bite.

It takes a **GIANT** to do the job

Whether the job be picking up fifty tons of logs or picking up more and more customers, you need the powerful services of a giant. In selling, you need the newspaper — the giant who lives in every town.

Each day more than 56,000,000 newspapers are bought by people in big cities, middle-sized towns and crossroad hamlets. The newspaper reaches deep into America's markets, influencing your every possible prospect.

Wide-awake retailers, wholesalers and distributors know and use the

powerful selling punch delivered by their daily newspapers. And they know, also, that nothing gives a bigger boost to the products they sell than to have the manufacturer's ads backing up their own in the same newspapers.

Whatever you sell, *wherever* you sell, you need a giant. That giant is the newspaper. Put it on the job. *Keep* it on the job.

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