



Giant 600-inch radio telescope at Naval Observatory combs the heavens for signals from sun, moon and stars.

**It takes
a GIANT
to find
distant stars**

Out of millions of stars, the radio telescope can pick out the electronic whisper of even the most distant stars. In like manner the newspaper seeks out your nearby and distant customers; for the newspaper is *also* a giant — a giant who lives in every town.

With newspaper circulation hitting an all-time high, almost every person in this community is exposed to your advertising message — when you speak through the newspaper. The newspaper penetrates this market regularly and thoroughly, combing town and countryside for customers.

If you are a retailer, wholesaler or distributor, you can get more *local* action from your customers by using the most effective *local* advertising medium — your daily newspaper. Your ad, side by side with that of the company whose products you sell, attracts with magnetic certainty.

The newspaper is a giant who lives in your town and every town. Put it to work seeking out prospects and customers NOW!

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