



## It takes a **GIANT** to build a business...

a \$575,000,000 business!

"Newspaper advertising has built our business." So spoke H. V. McNamara, president of the National Tea Company, America's fifth largest food chain. In a recent address to the members of the Illinois Daily Newspaper Markets, Mr. McNamara made it clear that, "newspaper advertising has been the greatest contributing factor in our sales increase... from \$99,000,000 in 1944 to \$575,000,000 in 1955."

### Newspapers Get Results

"Newspaper advertising, both national and local, brings results, the kind of results you can measure on the cash register, or in stock movement, actual sales results, not next week, not next year, but as soon as the newspaper hits the streets. That's real ACTION ADVERTISING. That's the kind of impact that gets results — and that's the kind of advertising in which we like to invest our money."

### Two-Thirds Or More For "Action" Advertising

Since 1944 the National Tea Company has spent over \$30,000,000 for advertising and sales promotion...and at least 66 $\frac{2}{3}$  per cent of these advertising dollars has been invested in newspaper space. In Mr. McNamara's own words:

"Until someone invents another medium that will do a better job of delivery of our advertising wrapped up in a fast reading package of news, pictures, and interesting, educational features, that will get deeper and more dominant home penetration than the daily newspaper, I will continue to recommend... that we earmark at least two-thirds of all our advertising dollars for newspapers. Newspaper advertising is ACTION ADVERTISING that drives home the impact to get immediate results."

### Nothing Sells Like Newspapers

Advertisers in every field share Mr. McNamara's views. They know that building sales in today's competitive market is a job for a giant... a job for newspapers. Only newspapers are big enough to reach into the smallest hamlet or to blanket the biggest city. That's why advertisers — big and small, national and local — are investing in newspapers at a record pace — \$3,087,800,000 last year, more than was spent in radio, TV, magazines and outdoor combined. Put the giant to work building sales for you.

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