



It takes
a GIANT
 to bring
 two worlds
 together

It takes a giant ship to bring the old and new worlds together. It takes a giant to bring products and prospects together, too. That giant is the newspaper, reaching into every city, every day.

Because the newspaper conveys all the news from around the world — and particularly from around the corner — readers are buying more newspapers than ever — *more than 56,000,000 copies daily!*

Because Americans read the newspaper for news of products, too, advertisers are *buying* more newspapers than ever. Last year, all advertisers invested a record \$3,087,800,000 in newspaper advertising — more than was spent in radio, TV, magazines and outdoor *combined!*

In today's market, everyone — retailer, wholesaler, distributor and manufacturer — needs a giant to bring his products and prospects together. The giant that will do the job economically, consistently, quickly is the newspaper. Put it to work for you *now!*

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