



Giant Boeing 707, a 600-mile-an-hour jet transport, will soon be available for commercial aviation.

It takes a **GIANT** to move people

In the world of flying it takes a giant to move masses of people fast. In the world of selling, too, it takes a giant to move the people... a giant who lives in every town, the daily newspaper.

This giant not only lives in every town but in practically every home—every day. And in the home the newspaper remains to be read, put down, picked up and read again, so that it's no trouble at all for an advertiser to make a local call—when he's advertising in the daily newspaper. Daily newspaper circulation is at a new high—over 56,000,000.

Likely as not, some of the ads in the paper will end up in a purse or pocket because people habitually use the newspaper as a shopping guide. That's why advertisers—local, regional and national—spend more money in daily newspapers than they do in radio, television, magazines and outdoor combined.

To move a multitude of goods, you must move multitudes of people to action. Use "action" advertising. Use the daily newspaper.

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