



Wyman-Gordon's giant Air Force press, largest in the world, designed and built by Loewy-Hydropress, exerts 50,000-ton pressure to forge aircraft parts.

It takes
a **GIANT**
to make a
lasting impression

It takes the power of a giant machine to make a perfect impression on any metal. It takes the power of a giant medium to make a *permanent* impression on any market. That medium is the newspaper, a giant who lives in every town.

The newspaper is a massive force in advertising because it carries the weight of public confidence. People believe in their newspapers, eagerly look for them and shop from them every day. More than 56,000,000 are bought daily, an all-time high.

This intense readership of the newspaper is the big plus for local retailers, wholesalers and distributors. In no other medium can they tie in so effectively with the advertising of the companies whose products they sell. That's why *all* advertisers spent \$3,070,000,000 last year in newspapers.

If you want to engrave a lasting impression on the minds of the buying public, use the newspaper. It reaches further, digs deeper, lasts longer. Step up your newspaper advertising and you'll step up your sales.

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