



A Westinghouse Electric Corporation giant transformer undergoing tests in the company's huge sound-insulated vault at Sharon, Pa.

**It takes
a GIANT
to step up
electric power**

It takes a giant transformer to step up electric power, and it takes a giant medium to step up sales power. That medium is the daily newspaper, a giant that lives in every town.

The amount of sales power you get out of an advertising medium depends on its coverage, availability, readership (or listenership or viewership), flexibility and *believability*.

Ingredients like these can transform an ad campaign into a profit for the retailer, wholesaler, distributor, or manufacturer. And newspapers have these ingredients in abundance.

With newspapers, you can reach just about every prospect for your merchandise. You can gear your advertising to the weather, to readers' special interests, to time, to place — to suit your own convenience. And best of all — newspapers are the *action* medium.

That's why all advertisers invested over \$3,305,000,000* in newspapers last year — more than in TV, radio, magazines and outdoor combined.

Step right up and step up your sales power. Use the daily newspaper.

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

*McCann-Erickson, Inc. — Printers' Ink Preliminary Estimates