

It takes a **GIANT** to speed up traffic



The New Jersey Turnpike, most heavily traveled toll super-highway in the nation. Photo courtesy Cities Service Company.

It takes a giant highway to speed up automotive traffic and it takes a giant medium to speed up sales traffic. That medium is the daily newspaper, a giant that lives in every town.

Reader traffic through the daily newspaper is greater than ever. According to Sindlinger & Co., national statistical analysts, newspaper reader traffic reached an all-time high of 100,000,000 on an average day in January. More people read newspapers than viewed, listened to or read any other medium.

Reader traffic leads to sales traffic. The greater the traffic the

greater the opportunity for retailers, wholesalers, distributors and regional manufacturers to sell *more* goods to *more* people. Your daily newspaper gives you that opportunity to knock at practically every door every day throughout the year.

Your newspaper makes it easier and faster for you to reach more prospects in your trading area. Use the direct route to speed up your sales. Use the daily newspaper.

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