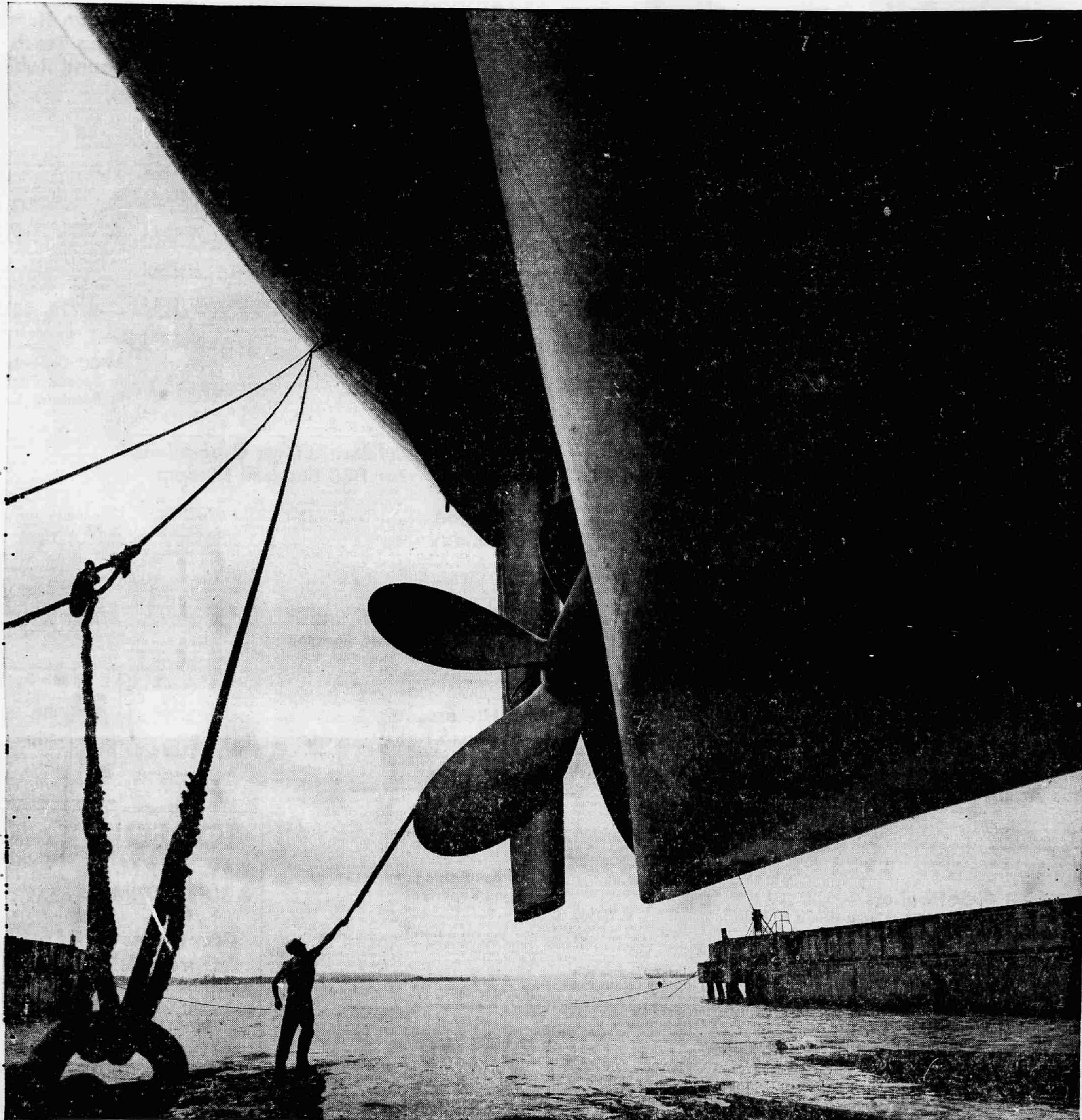




Stern of S. S. Cities Service Norfolk, a giant 32,000 ton supertanker.

It takes a **GIANT** to move tons of cargo

It takes a giant supertanker to move tons of petroleum and it takes a giant medium to move tons of merchandise. That medium is the daily newspaper, a giant that lives in every town.

With the help of this giant any retailer, wholesaler, distributor or regional manufacturer can be a giant, too. Of prime importance is good, consistent, dominant advertising in the one medium that penetrates deep.

The amount of impact your advertising delivers determines the

amount of merchandise you'll move *and keep moving*. Nowhere else but in the daily newspaper can you get such powerful impact for the price. And this impact gives more of a wallop every year—daily newspaper circulation is now up to a new high of over 57,000,000.

Whether you're moving pounds of butter or tons of petroleum you'll move more of it faster with the daily newspaper. Use it often.

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