



The George Washington Bridge, a giant traffic link between New York and New Jersey. Photo courtesy Citicor Service Company.

It takes a **GIANT** to reach across a river

A giant bridge stands as a familiar landmark on the local scene, conveying its traffic to a specific destination. And just as familiar is the daily newspaper, a giant medium continually conveying news and advertising into almost every home in the nation.

More than 57,000,000 newspapers are bought daily, reaching almost every prospective customer in the land. And just as a mighty bridge connects two groups of people on opposite shores, so does the mighty medium, the daily newspaper, link two groups on opposite sides of business—the buyers and the sellers of products and services.

For wholesalers, distributors, retailers and regional manufacturers the newspaper is an indispensable courier of news about their products and services. Not only does it call on practically *every family in the local market*, it remains to be read at the readers' convenience.

If you want the fastest, most effective way to get your story across to your customers, you should be using the daily newspaper. It's the widest, strongest, surest bridge between you and the people you want to sell.

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