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It takes a **GIANT** to keep America on the go

There are only 41,785 new car dealers in the U.S. to serve more than 49,000,000 car-craving families. Yet these comparatively few dealers perform a giant selling job in moving more than 6,000,000 new cars a year worth well over \$15,000,000,000!

There are only 1,761 daily newspapers in the U.S. Yet every day they roll out more than 58,000,000 copies to do a herculean job of helping to sell America's automobiles.

Car dealers and daily newspapers have much in common. Both are upstanding local citizens vitally interested in local affairs. Back of almost

every civic drive you'll find the local car dealer supporting it with all his weight. And right beside him, backing civic endeavors with equally ardent support, is the daily newspaper.

Car dealers, like others, have learned that the daily newspaper puts plenty of weight behind an advertiser's sales message, too. That's why newspapers, each year, carry the biggest share of automotive advertising. Use this giant to put the weight behind *your* advertising.

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