



Giant oil pipeline under construction. Photo courtesy Cities Service Company.

**It takes a
GIANT
to stretch
from coast
to coast**

Just as an enormous oil pipeline carries petroleum from producer to consumer, so does a giant medium carry goods from advertiser to consumer. That medium is the daily newspaper, a giant that lives in every town.

The newspaper pipeline is the shortest distance between advertiser and buyer. It functions without letup, carrying sales messages to an average 100,000,000 people daily. Its myriad branches extend into every city and town.

The complete and constant coverage that newspapers guarantee every advertiser is one of the reasons that prompt advertisers to place an overwhelming emphasis on newspapers. Last year all advertisers spent \$3,235,600,000 in newspaper advertising — more than they spent in television, radio, magazines and outdoor *combined!*

If you want a steady flow of your products to your consumers, use steady advertising in the daily newspaper. It's the most efficient and direct pipeline.

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