



It takes a **GIANT** to feed a family of 170,500,000

Getting food to 170,500,000 people in over 49,500,000 U.S. households is a job of giant proportions. Yet the country's 401,000 grocery retailers, large and small, do it every day . . . and do it *so effectively* and in such volume, that we are the best fed people on earth.

Your local food store operator's never-ending search for new and better ways to fill your market basket is one reason why you enjoy the best, the freshest food possible at the lowest possible price.

It's also the reason why grocery retailers spend more money in newspapers than in any other advertising medium . . . well over \$162,000,000

in 1956. They have found that the daily newspaper is the most effective and efficient way to keep you informed of products and prices.

To satisfy a hunger for news of people, places and *products*, people buy over 58,000,000 brand new, freshly made copies of the daily newspaper every day. Because the newspaper is the natural, logical place for America to shop, it's the natural, logical place to advertise.

If you have anything to *sell*, make sure it's *seen*. More people will see it in the newspaper than anywhere else.

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