



It takes a **GIANT** to set America in motion

This year millions of footloose travelers will buy tickets to romantic places. They'll pay several billion dollars to get where they're going by bus, plane, ship and train.

The transportation industry employs hundreds of thousands of people. It spends billions for equipment. It performs a gigantic task in carrying its passengers safely, surely and swiftly to their destinations.

Transportation space is possibly our most perishable product. An accommodation that has not been sold by the time a

trip has begun is never sold. To help *keep* its product sold, transportation turns to another giant—the daily newspaper, the number one travel medium.

Last year the travel industry spent \$58,266,000 in newspapers to attract the greatest number of ticket-buying travelers in history. More money is spent in newspapers—by all kinds of advertisers—because newspapers set people in motion—*buying*.

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