



## ONLY NEWSPAPERS SELL CARS FROM ASSEMBLY TO AUTO BUYER!

NATIONAL AUTOMOTIVE ADVERTISERS use the daily newspaper to pre-sell their product for the dealer, telling their story to as many people as they can possibly reach. And, by using newspapers, they can reach over 100,000,000 people at any time they please.

The local car dealer uses the daily newspaper because he knows that there is no better read, better shopped advertising medium than the daily newspaper. Last year local advertisers spent \$2½ billion in their favorite medium, the daily newspaper. That's six times as much as they

spent in radio and ten times as much as they spent in TV. Whether you're a manufacturer or retailer—no matter what business you're in—you get Total Selling effectiveness only in the daily newspaper. No other medium can match it for its truly national coverage and its truly local impact. The daily newspaper Total Sells goods all along the line—from maker to consumer!

**THE TOTAL SELLING MEDIUM IS YOUR DAILY NEWSPAPER**