



ONLY DAILY NEWSPAPERS SELL GASOLINE FROM REFINERY TO CAR OWNER

PETROLEUM COMPANIES use daily newspapers as a rich source of prospects for their products. With daily newspapers they can and do dig deep and profitably in any market or all markets, reaching over 100,000,000 people at any one time.

All down the line, through jobbers, distributors and local service stations, the daily newspaper keeps selling motorists on your brand of petroleum products. The newspaper's unmatched local selling power has made it the overwhelming favorite of local advertisers. Last year local advertisers,

including oil distributors and service stations, spent \$2½ billion in this Total Selling medium — six times more than in radio; nine times more than in television!

If you want to sell more people all the way to the sale—sell them nationally and sell them locally at the same time in the same medium—the Total Selling daily newspaper.

THE TOTAL SELLING MEDIUM IS THE DAILY NEWSPAPER