

Play ball in Atlanta

with two major league newspapers

If you want to score big in the Southeast's first major league city, lead off with The Atlanta Journal and The Atlanta Constitution. Heaviest hitters on an advertiser's team. Best double-play combination in anybody's lineup!

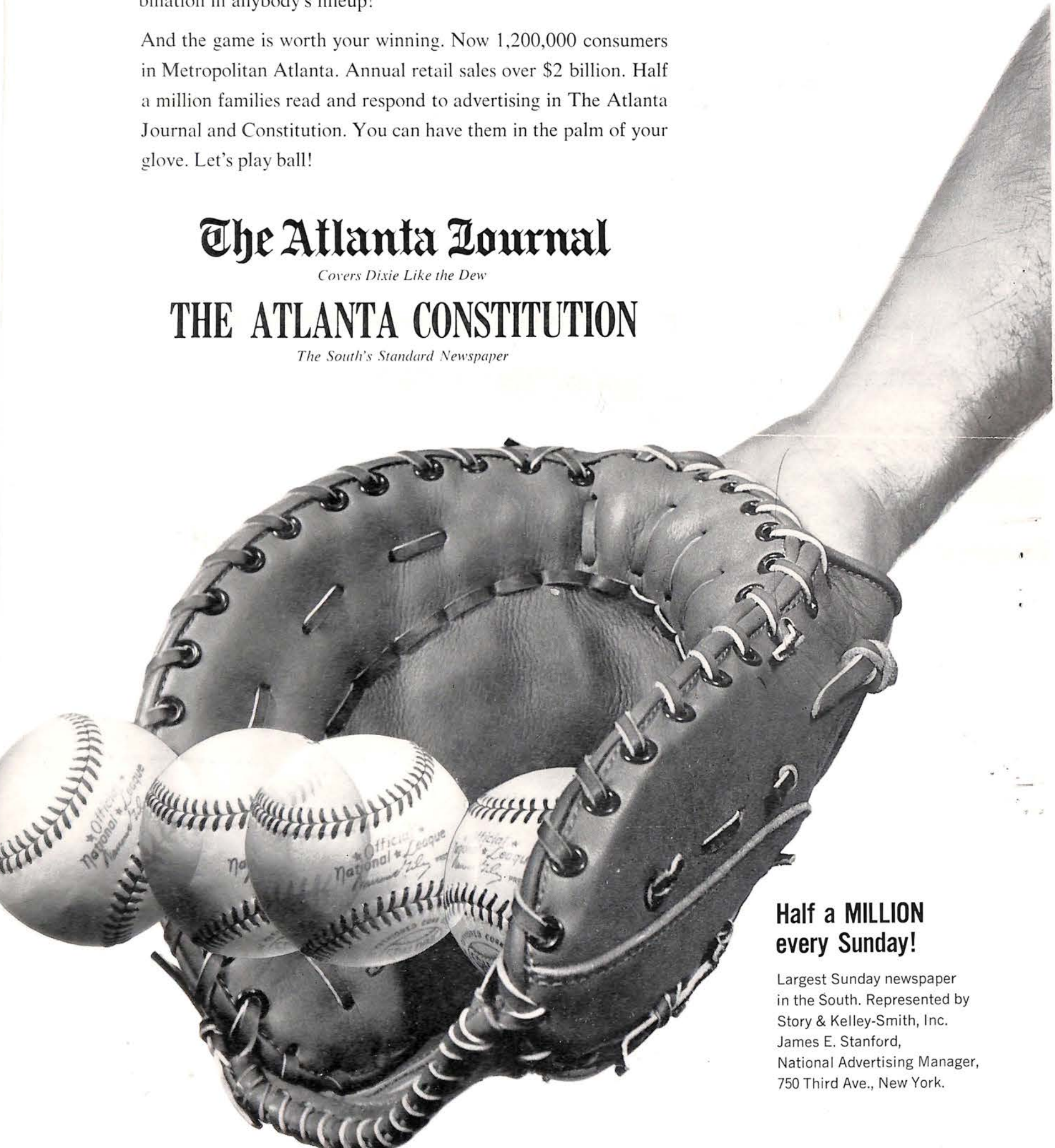
And the game is worth your winning. Now 1,200,000 consumers in Metropolitan Atlanta. Annual retail sales over \$2 billion. Half a million families read and respond to advertising in The Atlanta Journal and Constitution. You can have them in the palm of your glove. Let's play ball!

The Atlanta Journal

Covers Dixie Like the Dew

THE ATLANTA CONSTITUTION

The South's Standard Newspaper



**Half a MILLION
every Sunday!**

Largest Sunday newspaper
in the South. Represented by
Story & Kelley-Smith, Inc.
James E. Stanford,
National Advertising Manager,
750 Third Ave., New York.