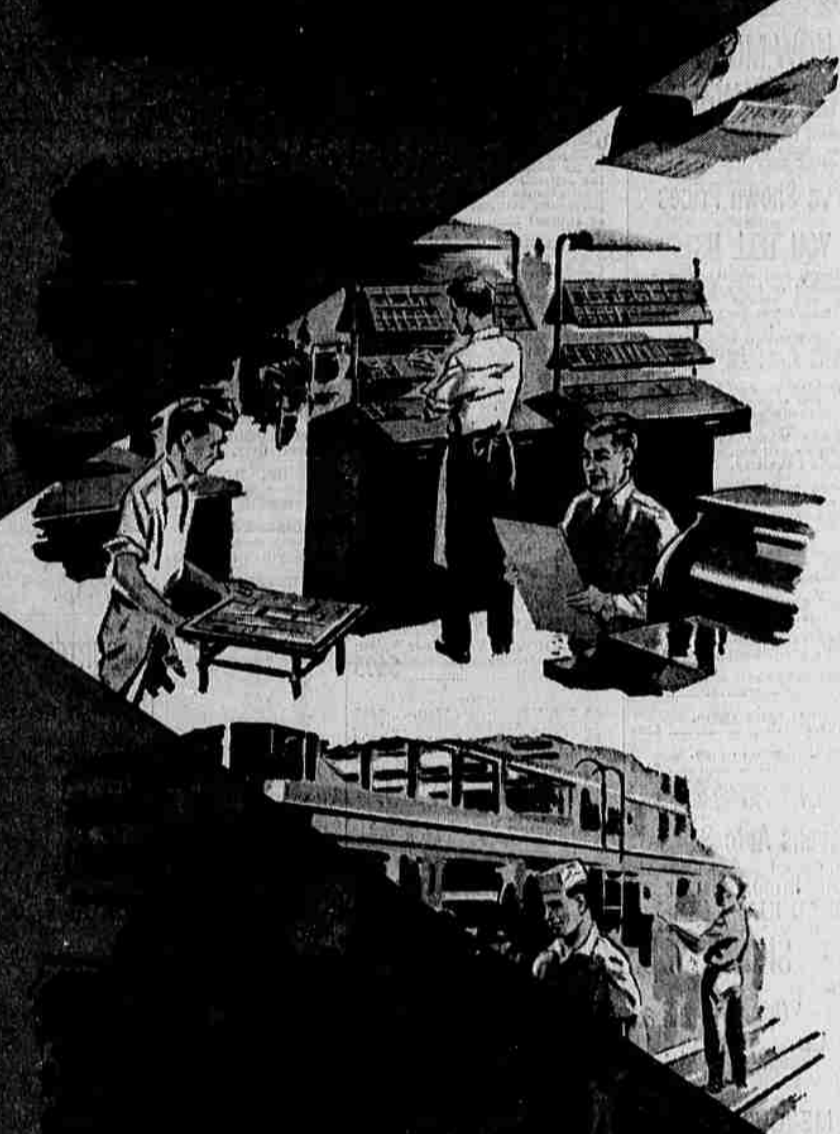


...what it takes to make a newspaper



☆☆☆ National ☆☆☆
NEWSPAPER WEEK

Your
NEWSPAPER...

**FREEDOM'S
GUARDIAN**

BILL OF
RIGHTS

OCTOBER 15-21, 1960

When you sit down to read your newspaper, give a thought to what it takes to put this up-to-the-minute wrap-up of the news into your hands . . . the heads-up teamwork of all concerned, from the correspondent who files an important story from a distant land to the boy who delivers the paper to your door.

The acumen and enterprise of world-wide news and photo organizations, the diligence of local reporters, the seasoned judgment of experienced editors, the high skills of typographers, engravers and pressmen . . . all are combined in a concerted effort to keep you fully informed of the world about you . . . all are dedicated to the full functioning of the world's freest press.

The Mail Tribune is proud to be a part of that free press!

- 58,299,723 copies of DAILY newspapers are bought in the United States.
- 107,000,000 people, 12 years and over, read a newspaper on an average day.
- In 1959 Americans spent \$1,549,576,000.00 for their daily newspapers.
- Advertisers spent more for newspaper advertising in 1959 than they invested in television, magazine, radio and billboards COMBINED.
- Local advertisers invested \$2,719,800,000.00 in U. S. newspapers in 1959.

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