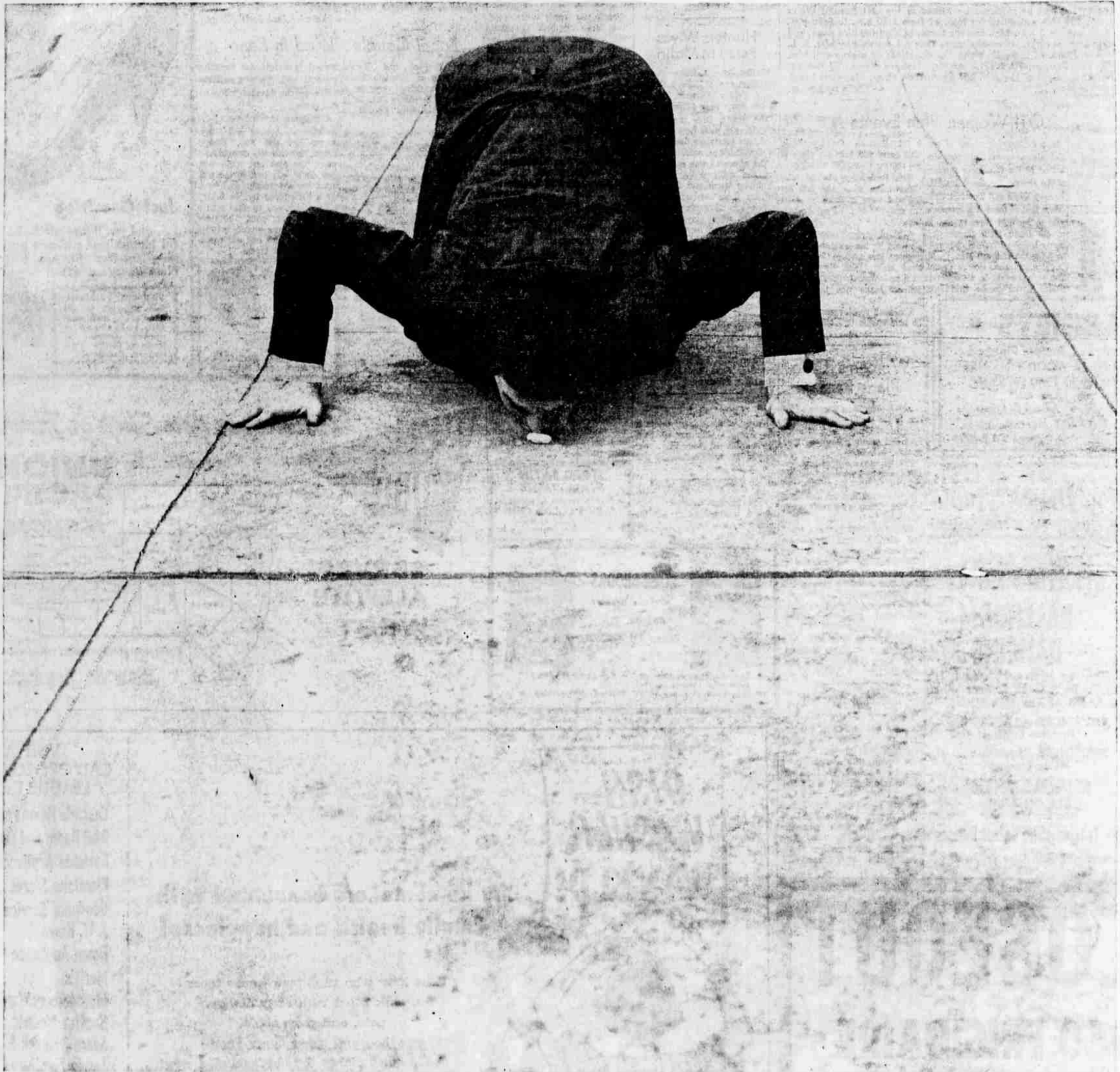







WHAT STARTS THINGS ROLLING RIGHT AFTER ELECTION?



The election returns, of course.  But who totes up these results so you have them scant hours after the polls close? *Not* the government. (Government returns won't be certified for weeks.) The count is made by almost 10,000 daily and weekly newspapers working hand in hand with Associated Press and United Press International.  On election night, tens of thousands of newsmen pick up vote totals at precinct level, feed them up the line to local, state and national headquarters. Computers translate the numbers into hard election facts: who won, who lost. (Generally, the press wire services handle state and national counts; your local newspapers, city and county contests.)  Vote counting is only one key role newspapers play in a free election. Newspapers bring you coverage—in unmatched depth—of conventions and campaigns. Newspapers bring you candidates' words in a form you can go back to for checking and rechecking. On editorial pages, newspapers express opinions, explore issues, help you weigh platforms and promises—help you make a well-informed choice.  At election time—and all the time—you can bet on newspapers.  And never lose.

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Herald and News