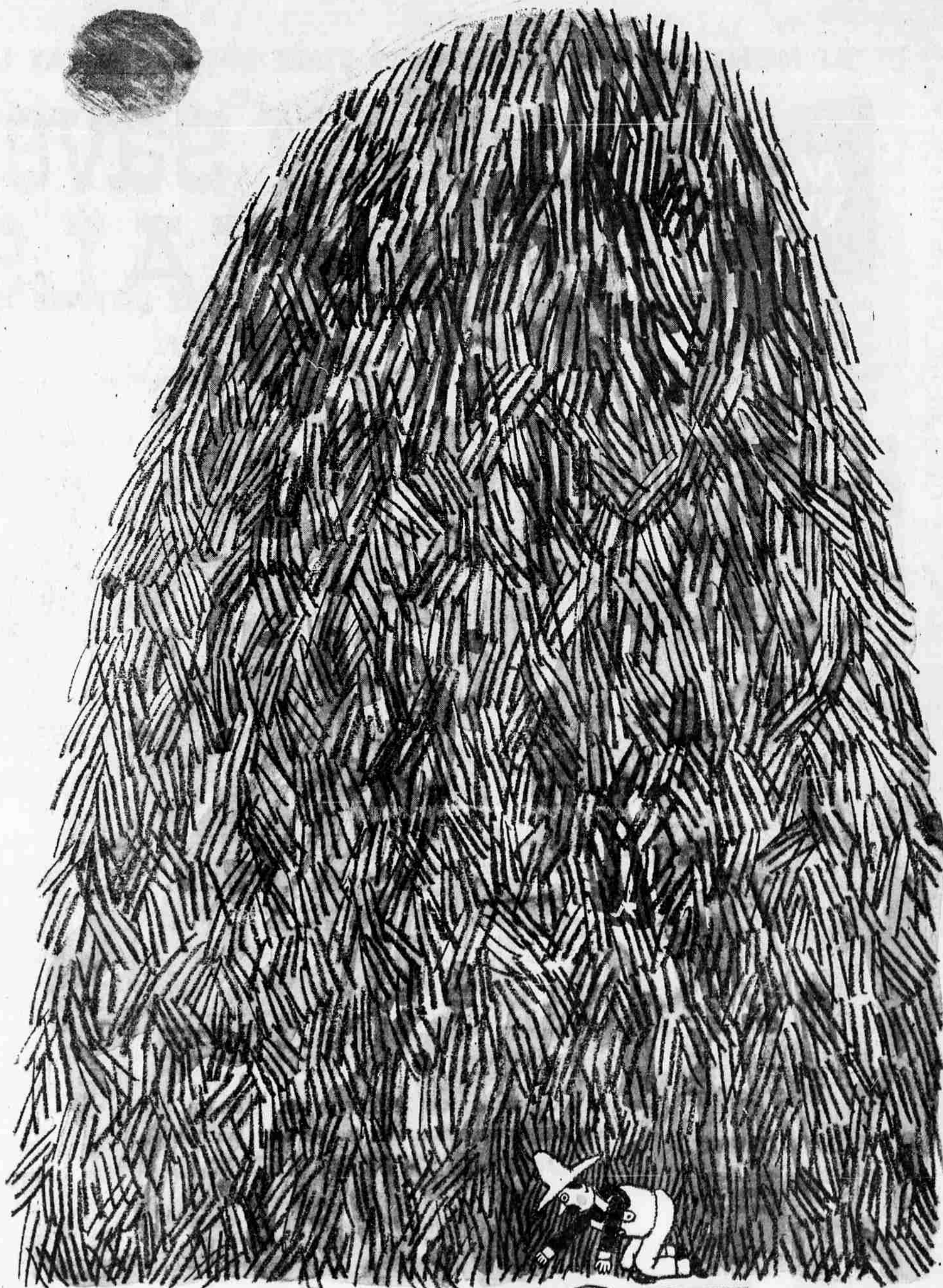




like looking for someone who doesn't read newspapers

Very hard to find. 99 million people in almost 9 out of every 10 homes read newspapers. It's the most sought after, often bought, eagerly consumed, intensely depended upon product in the world. The reason is obvious. We can't do without it. The need to know about the news and events that touch and shape our lives is deep, intense, unending. And the need to know is now. Today. So it's not very hard to figure out why more advertising dollars are spent in daily newspapers than in TV, magazines, radio, and outdoor combined.

More People Do More Business With Newspapers!



Herald and News