



Rare Bird

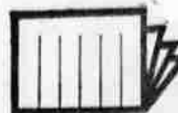
Not many in captivity. Nearly extinct. He represents the lonely, vanishing breed of people who do not read newspapers. Hard to find people not reading newspapers? It's almost impossible. Because over 99 million people, in 9 out of every 10 households, read newspapers.

Are they all birds of a feather? Nothing could be further from the truth. People of all tastes and persuasions, in every age group, educational level, income bracket find a private sanctuary each day in the daily newspaper they choose to call their own.

The daily newspaper is highly selective and personal, yet completely universal.

This is the special quality only the daily paper can deliver.

Herald and News



MORE PEOPLE DO MORE BUSINESS THROUGH NEWSPAPERS