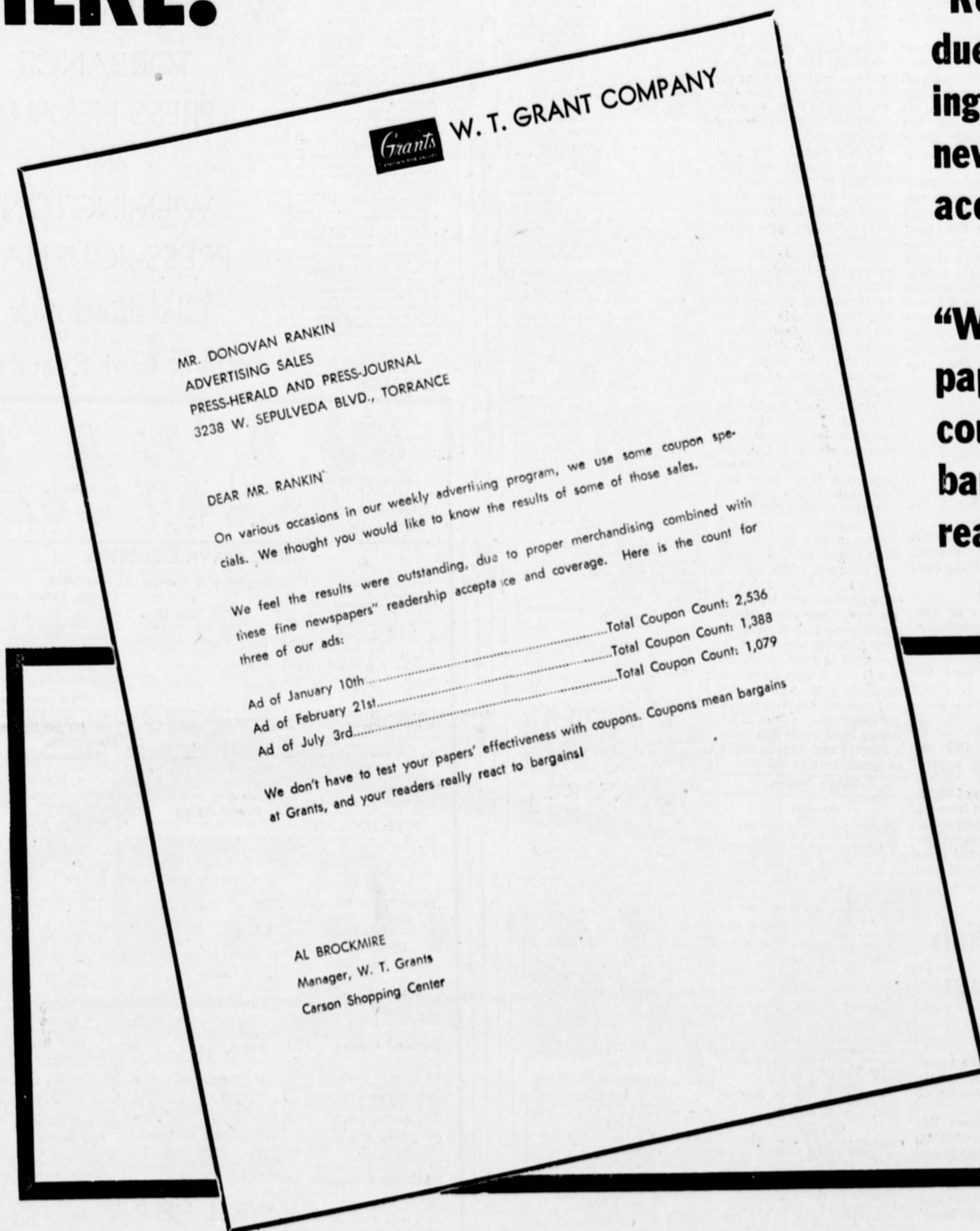


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"Results were outstanding due to proper merchandising combined with this fine newspaper's readership acceptance and coverage!"

"We don't have to test your paper's effectiveness with coupons . . . coupons mean bargains and your readers really react to bargains!"

THE ABOVE STATEMENTS ARE EXCERPTS FROM THIS LETTER . . . ATTESTING TO THE FACT THAT TO PRESS-HERALD AND PRESS-JOURNAL ADVERTISERS . . .

**OUTSTANDING
RESPONSE
IS NOT UNUSUAL!**

and it's all because of

**OUTSTANDING
READER
ACCEPTANCE!**

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