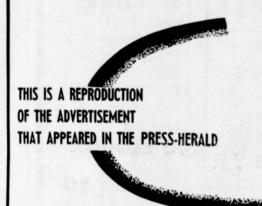
"THE DEPARTMENT WAS PACKED WITH CUSTOMERS...

"Our first-of-the-week ads have always brought good results, but customer reaction to our one day sale demonstrated the Press-Herald's superior readership.

The Fabric Dept. was packed with customers during the sale and our dept. manager, Betty Nicol, stated that the results were fantastic! Newberry's values are well known, but it takes a media such as the Press-Herald to reach the customer and make them aware of these values."

1967

Mr. Al Cline Manager, Newberrys Rolling Hills Plaza



MORE PROOF OF SUPERIOR READER ACCEPTANCE!

why gamble with your advertising dollar? Get the most out of it by using the newspapers that are:

- In Reader Acceptance
- In Circulation
- In Dependability

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