

[A DROP OF INK  
MAKES MILLIONS THINK]

YOU CAN READ THE FIRST  
SECTION  
WHILE YOUR WIFE  
READS  
THE SECOND

[fact: newspapers help your marriage]



[ A DROP OF INK  
MAKES MILLIONS THINK ]

IF YOU DROP  
YOUR NEWSPAPER  
IT WON'T BREAK

[ fact: newspapers are kid friendly ]



[A DROP OF INK  
MAKES MILLIONS THINK]

YOU'LL NEVER  
HAVE TO TURN OFF YOUR  
NEWSPAPER  
ON AN AIRPLANE

[fact: newspaper batteries never die]

