

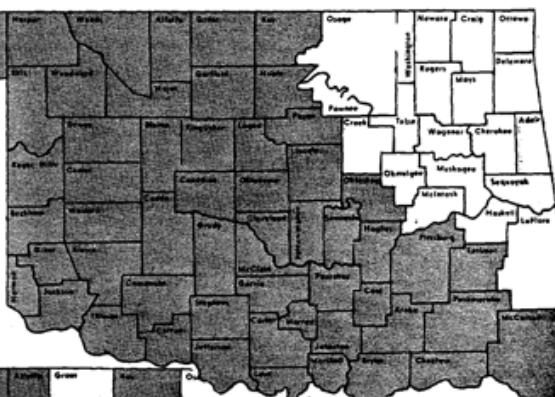
NO OTHER NEWSPAPERS COVER THE MARKET LIKE



THE SUNDAY OKLAHOMAN

20% OR OVER HOUSEHOLD COVERAGE

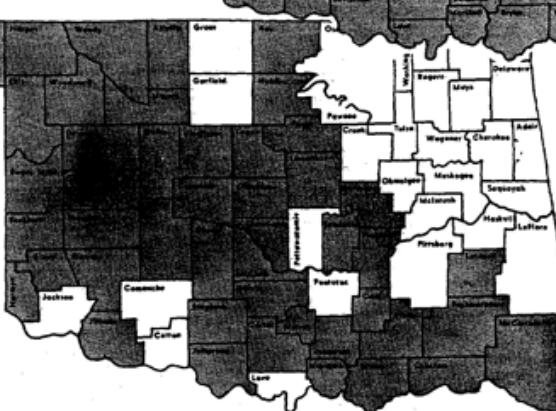
SOURCE: ABC Audit Report for 12 months ending September 30, 1965.



THE OKLAHOMAN & TIMES

20% OR OVER HOUSEHOLD COVERAGE

SOURCE: ABC Audit Report for 12 months ending September 30, 1965.



represented nationally by the Katz Agency

THE DAILY OKLAHOMAN OKLAHOMA CITY TIMES



297,784
THE SUNDAY OKLAHOMAN

278,627
THE OKLAHOMAN & TIMES

Call Sidney Messer, National Advertising Manager
Area code 405, CE 2-3311, ext. 335

TIMS00034576