

A FEATURE NOT A FILLER...

Newspaper layouts are a lot tighter now than they used to be but there is always some open space left when all the ads and copy are placed. Don't waste that space with some generic filler. USE THAT SPACE TO YOUR ADVANTAGE by running **It's Another Fine Day,,,** a feature that appeals to all segments of your readership and a feature that they are NOT going to find anywhere else!

When was the last time one of your readers mentioned how much they liked that Public Service Ad in last week's issue? Readers talk about **It's Another Fine Day** all the time and many go on to tell their friends.

This comic strip is FUNNY and will keep your readers returning issue after issue. That's not just my opinion, For more reader remarks click the **READER COMMENTS** button.