



Nobody.

He's there because he wants a newspaper and this particular one does the best available job of amusing and informing him. He chooses his paper from preference via experience -- then he reads it.

That's important. One man buys a paper for its sports coverage, or for the job of covering national news it does; another looks for the biggest want ad section or Dagwood and Blondie.

Every reader sets his own requirements.

When more people buy one newspaper than any other -- and buy it consistently, that newspaper is doing the best job all around of putting what local people want into its pages.

Only the most complete, most interesting paper gets the lion's share of readers.

In San Francisco and the Bay Area, more people have bought one paper than any other every year for 65 years.

THE **EXAMINER**

FIRST for over 65 years

San Francisco's COMPLETE Newspaper