

# The NEWS

is San Francisco's Leading HOME NEWSpaper

## 1. Editorial

The News is designed for clear, thorough reporting and balanced views. It considers community service a public trust and keeps faith with its city by publishing the news honestly, soberly and concisely.

## 2. Circulation

As The News is edited as a family newspaper so its circulation is delivered to the home. The News is the only San Francisco newspaper reporting its home-delivered circulation.

## 3. Advertising

Because The News sells to a family market, advertisers find it a productive medium. The News reaches more persons per reader family than any other San Francisco daily newspaper.



## The San Francisco News

A Scripps-Howard Newspaper