

Reaching the right people. Staying ahead of the market. Dealing with terrific sales reps. That's what's in it for me. When it comes to newspaper advertising, we

use only *The Times Leader*. And have done so for forty years. Why? Because it targets our market and we have received nothing but



excellent service. To get solid footing on your newspaper advertising, give me a call at 674-5300. I'll tell you why *The Times Leader* is a perfect fit.

### What's in it for you?

**Jay Humphreys**  
OWNER, PRESIDENT  
Humphreys' Bootery & Bags  
Dallas

Times Leader advertiser  
for over 40 years



# THE TIMES LEADER

**timesleader.com**