

**Any newspaper can  
print a story.**

**It's the  
perspective  
that gives the  
story relevancy to you.**



**At the *Winston-Salem  
Chronicle* we make sure  
your perspective doesn't  
get bent out of shape.**

You've come to trust the *Winston-Salem Chronicle*. We've been here more than **21** years.

concerned in our news coverage.

fool you. At the *Chronicle*, we take it seriously.

largest news team of any media covering our community.

We've come to know that there are two sides to every story ... and you deserve both.

We respect you, the reader. We do not underestimate your desire to know what is going on in the community. That is why we have the

If you advertise to the Afro-American community, shouldn't you be doing it through the *Winston-Salem Chronicle*?

Integrity is based on what you do and how you do it. Don't let anyone

Our credibility with you is what we value most. Our foremost objective is to be fair to all

***Winston-Salem Chronicle***

**TO SUBSCRIBE, CALL 722-8624**