



900

# The ~~800~~ pound Gorilla

## Just got a whole lot bigger!

That's right. The Gorilla has been growing. Already the biggest and most effective advertising medium in the Tri-State Region, **The Country Advocate** has been adding readers all year.

No more 800-pound weakling. Now **The Advocate** is the 900-pound gorilla of Northwest Kansas advertising!

First, **The Advocate** added nearly 1,550 new home-delivered households in Sherman County with readers of the all-

new, all-local *Goodland Star-News*.

Then, the Gorilla picked up 1,750 new home-delivered households in Norton County when *The Norton Telegram* joined the club.

When you need to sell something, find something or notify someone, the Gorilla is your best friend. Reaching 18,200 households with nearly 42,000 readers across northwest Kansas and eastern Colorado, the Gorilla packs a punch. It can move your

refrigerator or your old car. A house? No problem for the Gorilla. And all at rates that save you money.

And **The Advocate** is nearly all home delivered. Some "shoppers" count on people picking them up at the filling station. It's cheap, but it can't compare to home delivery reaching nearly every house in the area.

Just try it! The Gorilla will work hard for you. Call today with your ad.



**COLBY  
FREE PRESS**  
155 W. Fifth Colby, Kan. 67701  
(785) 462-3963

**The  
Goodland Star-News**  
1205 Main, Goodland, Kan. 67735  
(785) 899-2338

**THE NORTON  
TELEGRAM**  
215 S. Kansas, Norton, Kan. 67654  
(785) 877-3361

**THE OBERLIN HERALD**  
170 S. Penn Ave., Oberlin, Kan. 67749  
(785) 475-2206

**Bird City Times**  
Box 167, Bird City, Kan. 67731  
(785) 734-2621

**The Saint Francis Herald**  
Box 1050, St. Francis, Kan. 67756  
(785) 332-3162