



“Running an advertising campaign without newspapers is like trying to bake a cake without baking powder.”

That's what Rufus Olins, chief executive at effectiveness consultancy firm **Benchmarking for Newsworks** said. The ROI study results also showed that advertising with newspapers increases overall revenue return on investment by three times!

Shouldn't your business advertising include all of the ingredients to rise by being in NEWSPAPERS?

Call for special discounted advertising rates in newspaper networks for multiple market advertisers.

Mississippi Press Services

To order your advertising call Sue at 601-981-3060 or email shicks@mspress.org



Eutella Washington, personal health consultant, helped close the Durant Public Library's summer reading program with "Build A Better You." Children and parents enjoyed learning about the importance of healthy eating and exercise. The program closed with presentation of rewards and prizes. The teen programs ended its sessions with a small group learning about personal hygiene by Tracy Mallett from Families First of Mississippi State University.

(Photo submitted)

Businesses and Services Directory

\$16/WEEK
Three Months Minimum



NO BONES ABOUT IT!

THIS SPOT COULD BE YOURS!

Call the **Herald** to find out how! 662-834-1151

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"Across from the Hospital"

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Fresh - Local - Delicious

Shelled Peas & Butter Beans
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and Amish Cheese!



Diane 662-582-2450
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Little ads
get
BIG results



List in the Directory

Call the **Herald** at 662-834-1151

Need help getting approved
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SCOTT PETROLEUM CORPORATION
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CALL THE HOLMES
COUNTY HERALD TO-
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FOR YOU!

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RED TOP



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SIDES

BAKED BEANS - POTATO SALAD - COLE SLAW
SALADS - DESSERTS - BURGERS - FRIES - MORE

OWNER WINDA (JERRY) STEVERSON

277 SE Depot St. • Durant • 662-653-0025/0602

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