

Ka-Boom! You Just Got Hit By The Power Of Newspaper



You never saw it coming. You were thumbing through the newspaper, minding your own business. When suddenly this ad caught your eye. And your interest.

Newspapers don't read themselves, you know. It takes two—a newspaper and you. That's why newspaper is such a powerful advertising medium. It's a one-on-one activity that requires your full attention and complete concentration.

The radio can be playing to nobody in particular, and the TV can be playing to an empty room.

But when Oregonians turn to their paper, they turn there with interest. Which means that's where your advertising message needs to be.

With all the choices available, it's difficult deciding how best to advertise your business. But everything becomes a little simpler when you remember one rule...

**YOU
GOTTA BE
IN THE
PAPER.**

The Heppner Morrow County's Home-Owned Newspaper

G-T

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147 W. Willow -- P.O. Box 337
Heppner, Oregon
676-9228

For more information on the power of newspaper advertising, call this newspaper or the Oregon Newspaper Advertising Corp. at (503) 684-2074.