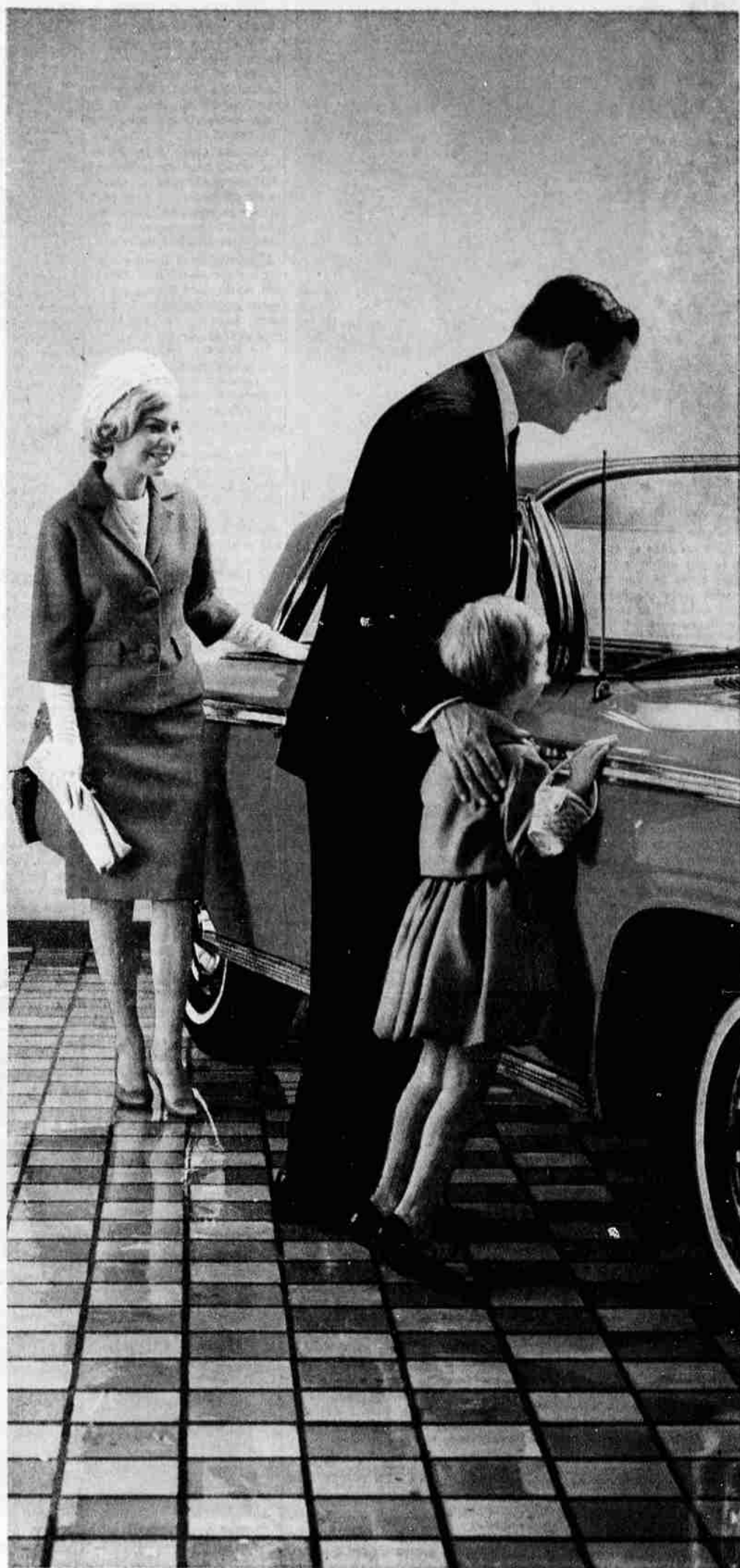
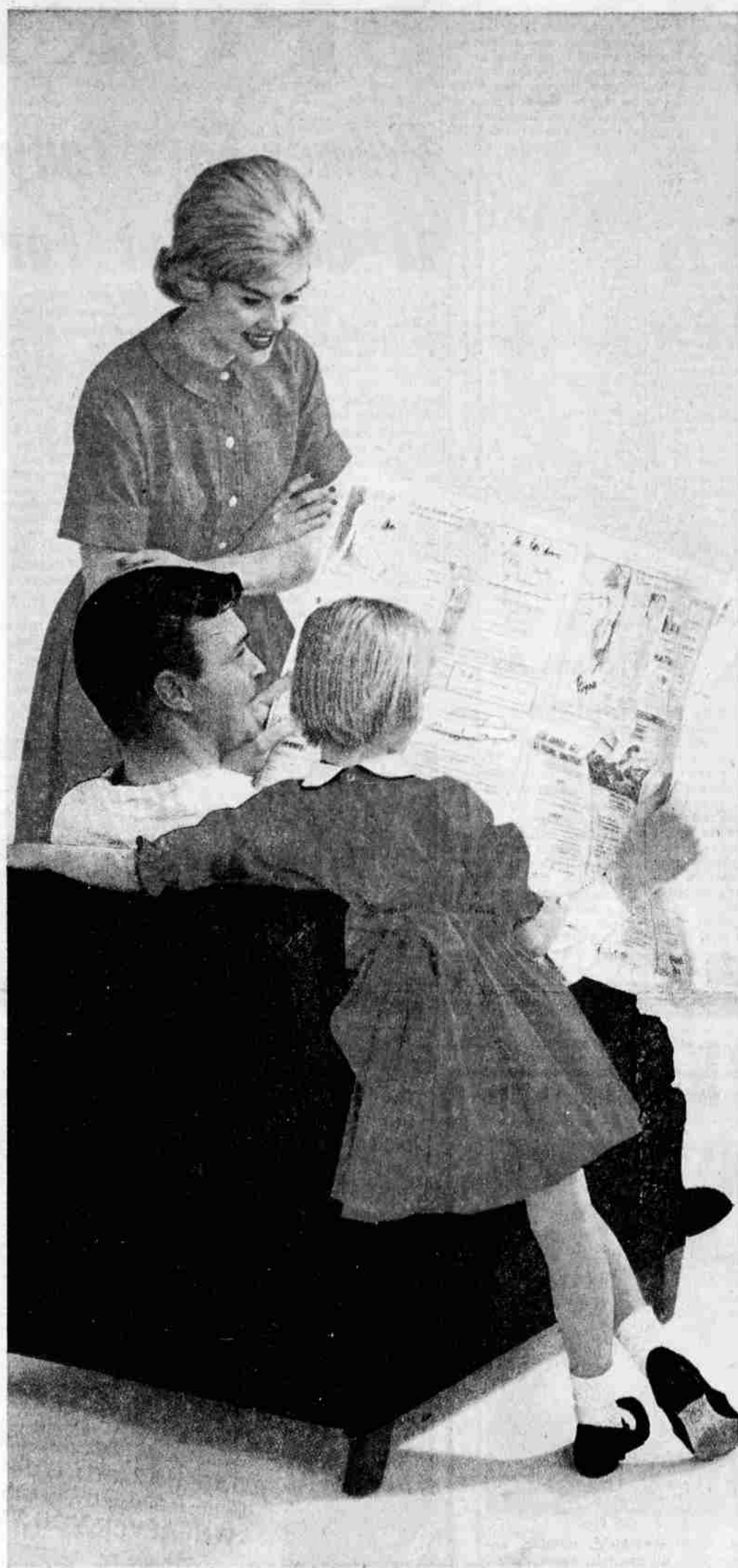


This is one of a new series of informative reports on the unique advantages of print media presented by this newspaper and the Print Advertising Association



Don't you read before you buy?

Most people do.

They count on advertising *in print* to give them the information they want on products that interest them—information on features . . . designs . . . and prices, for example.

People not only *read* about products and services, they show ads to their family and

friends; they clip coupons for information and samples; they tear out ads to take along when they go shopping.

People read an ad because they want to (it's never forced on them). They can even check back later; the message is still there.

When you add it all up, print advertising—

the kind you read in the pages of this newspaper—makes sense. And because it measures up to the buying habits of consumers, print makes sales.

Most people read and then buy. Don't you?

Herald and News