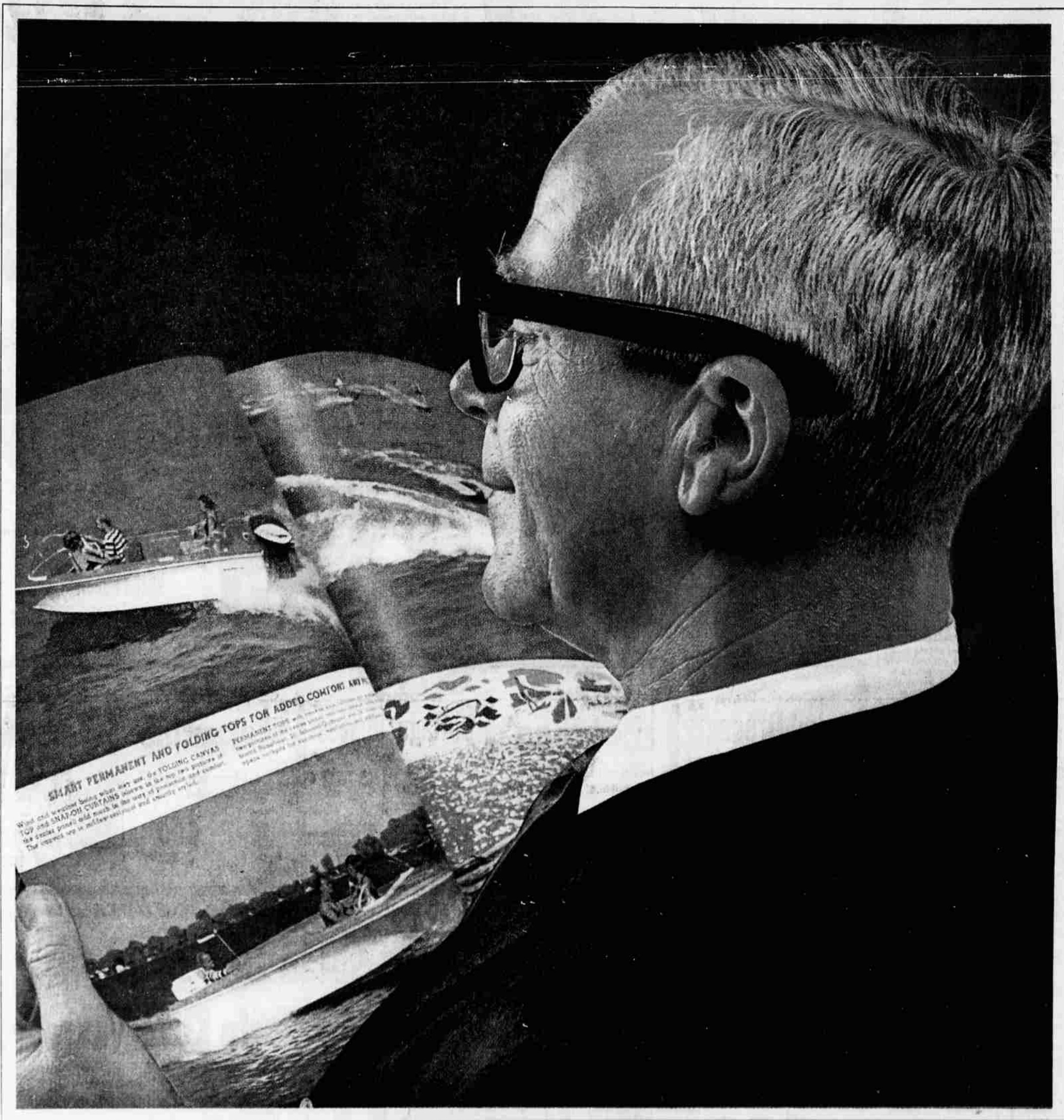


This is one of a new series of informative reports on the unique advantages of print media presented by this newspaper and the Print Advertising Association



Don't you read before you buy?

Most people generally do.

Not only do they read; they cut out and show ads to their family and friends; they clip coupons for information and samples.

When people see an advertisement *in print*, they can compare designs . . . features . . . and prices of nationally known products

and services. (And people *do* compare before they go out and buy.)

Advertising in print is a handy thing. You can check back; the message is still there even when your attention is distracted.

When you add it up, print advertising—the kind you read in this newspaper—makes

sense. And because it measures up to the buying habits of most consumers, print makes sales.

Don't *you* read before you buy?

Herald and News