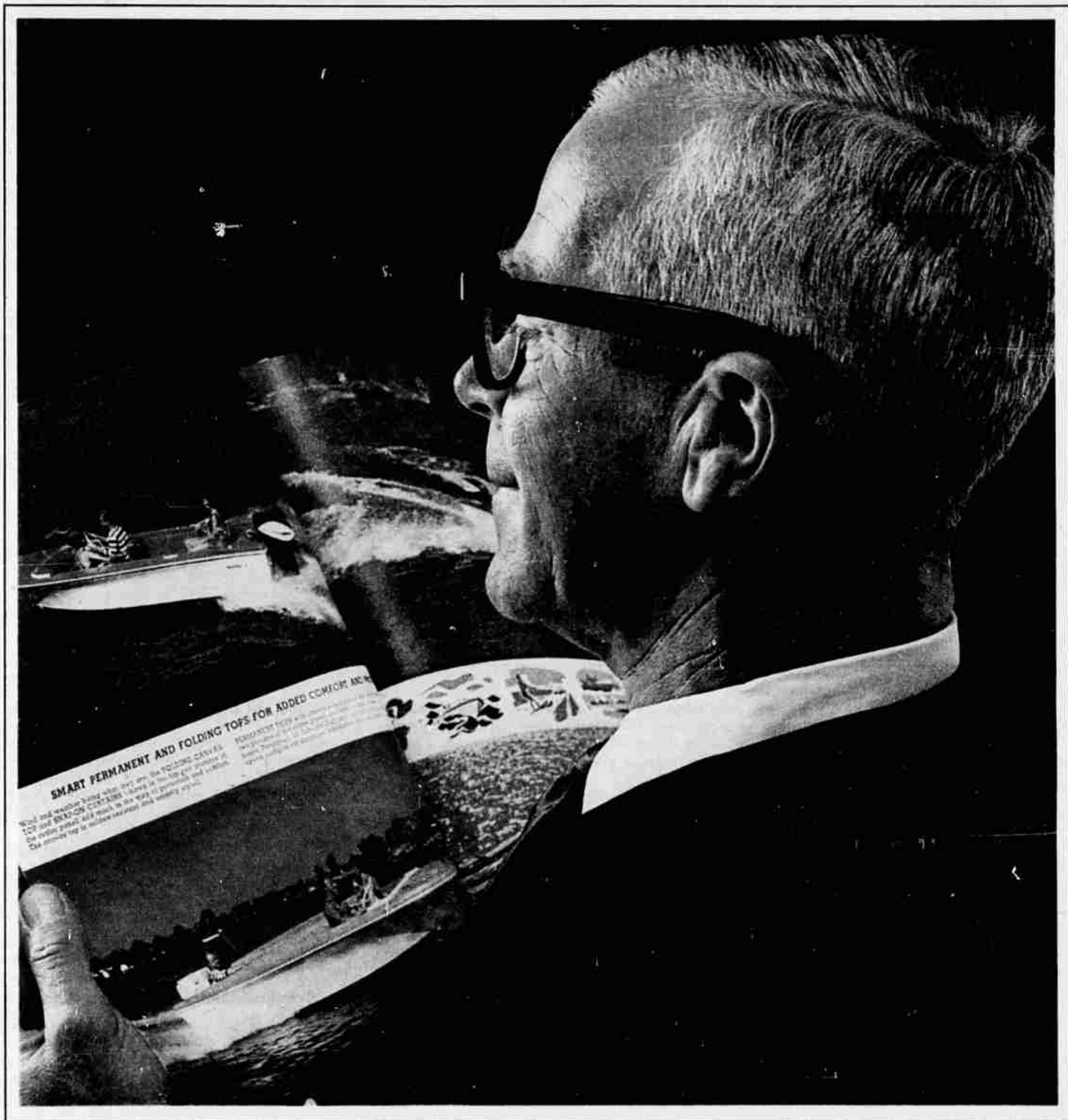




DON'T YOU READ BEFORE YOU BUY?

Your customers do, too.

They read; they cut out and pin on bulletin boards; they write in margins; they show to their friends; they clip and send in for more information. They choose colors, admire designs and compare styles.

And *then* they decide. Then they *buy*.

Like you, they look to print advertising for information about all *kinds* of products they're about to buy: cars and cash registers, cosmetics and clothes, sandals and sewing

machines, garages and grass seed.

So if you and your product are in close competition with other advertisers and their products—better put part of your advertising in *print*. Better put it where readers

and studiers and *ready-to-buy* buyers can find it.

Print makes sense, because print makes *sales*.

**PRINT ADVERTISING
ASSOCIATION**
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