



## DON'T YOU READ BEFORE YOU BUY?

And don't you sometimes re-read, study, compare, figure, measure, clip, save, and show to friends?

When you're on the brink of buying, aren't you hungry for

facts, features, dimensions, styles, colors, capacities, and prices?

Print advertising puts people who are close to a purchase close to the kind of informa-

tion they demand. Magazines, newspapers and brochures let them linger with your message for as long as they like.

Print imparts important details, allows for colorful presen-

tations, makes lasting impressions, takes people straight to the point—of purchase.

Print makes *sense* because print makes *sales*.

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