



DON'T YOU READ BEFORE YOU BUY?

Where but in print can you get so close to the advertising messages that interest you? Where else can a woman clip the coupons and recipes that intrigue her? Or tear out tips to try on leftovers? Or mark,

for future marketing, any of the colorful food ideas which strike her fancy? And where else can she circle and compare the colors and styles of clothing and furnishings that appeal to her?

Where else, in fact, can any message be re-run at will by an interested audience? So make sure a good part of your advertising message gets into print. Let somebody's eyes linger over it as long as

they like. Let somebody's scissors clip it free of competition. And then watch someone's pocket or purse carry it to the place of purchase. Print makes *sense* because print makes *sales*.

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WATAUGA DEMOCRAT