

# Whether they're reading up on stocks, or stocking up on groceries, people trust the newspaper first.



When we asked people which one ad source they would turn to for shopping information about groceries, 69% said they would rely on their newspaper.

But that's only part of the story. Not only do these people rely on the newspaper for information, 73% of them saved money by clipping coupons from the newspaper.

Of course, when you consider that the average

newspaper reader is married, owns a home and works full-time, they don't have time to waste going all over town looking for bargains.

They get the information they need from the newspaper and then do their shopping.

If you want a medium that will put some meat in your advertising budget, check out the newspaper. Then start enjoying your just desserts.

Get the facts.  
Get them on paper.

**THE BRUNSWICK  BEACON**