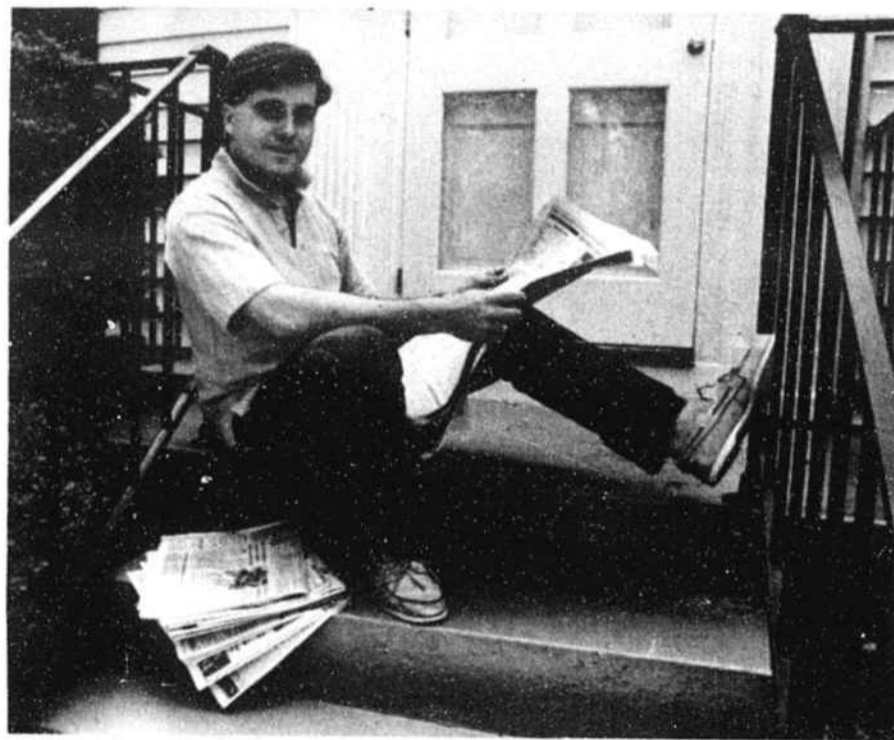


# When it comes time to buy a house, seven out of ten people put a down payment on a newspaper.



When we asked people which one advertising source they would rely on for shopping information about a new house, 70% named the newspaper first.

Which really shouldn't surprise anyone. After all, no other advertising medium reaches more people with the information they want when they want it.

And given the fact that the average newspaper reader is married, earns over \$20,000 each year, and already has bought at least one home, aren't these the people you really want to reach with your real estate selections?

The facts are simple: When you have real estate to sell, the newspaper is your most effective way to sell it.

Get the facts.  
Get them on paper.

**THE BRUNSWICK  BEACON**