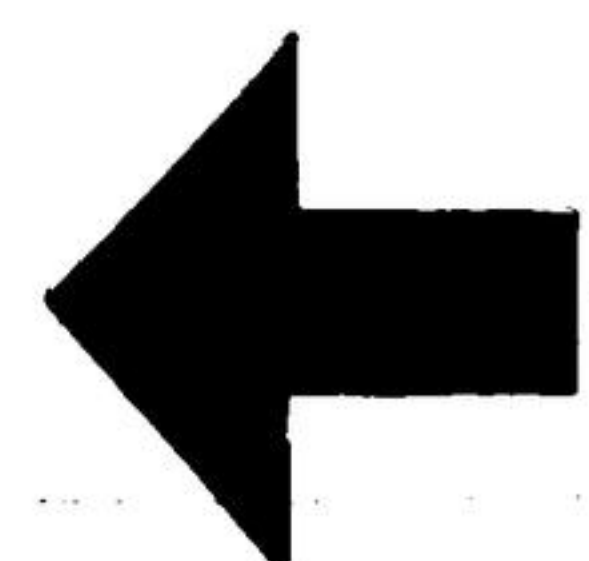


COMPARE THE COSTS

COMPARE THE COST
OF YOUR ADVERTISEMENT
THIS SIZE
(Letterhead or Quarter Page Size)

Do You Know How Economical
NEWSPAPER ADVERTISING Really IS?

FOR EXAMPLE:



An Advertising Mailing Piece This Size,
Sent Direct by Mail to the Same Number
of Homes Reached by the Georgetown
Herald, Circulation, Would Cost the Sender:

Printing and Tax (Estimate)	24.50
Mailing	<u>42.50</u>
TOTAL COST BY MAIL For Distribution To 3500 Homes	\$67.00

BY COMPARISON:

A DISPLAY ADVERTISEMENT OF THE SAME SIZE APPEARING IN — THE HERALD COSTS ONLY	42.00
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GET THE BENEFITS OF LOWER COST NEWSPAPER ADVERTISING. IT IS BASIC AND ITS EFFECTIVE USE IN
THE GEORGETOWN HERALD CONSTITUTES THE MOST POWERFUL AND THE MOST PROFITABLE
ADVERTISING FORCE ANY DAY AND EVERY DAY

GEORGETOWN HERALD

LET US DISCUSS A "TOTAL SELLING" ADVERTISING PLAN WITH YOU RIGHT NOW!