

# FINANCIAL BACKERS

The advertising section is perhaps the most important and most difficult section of the yearbook. Living in a foreign country and producing an American yearbook make it ten times as hard to sell ads. Many times the language barrier alone is enough to discourage any hopeful salesperson.

Then the obstacle of trying to explain the concept of a yearbook to the potential buyer arises. Most European schools do not have yearbooks and they are usually an unknown quantity to local businesses. Often several visits must be made to the same establishment because the person in charge was not there to agree to the ad, or the text and artwork for the ad were not ready.

It becomes a real headache to accumulate enough ads for the section, but without the ads, a large source of funds for the yearbook would be lost and the price to students would skyrocket. Difficult though this section is to assemble, we are grateful for the support we receive from the bases in our area and from the German businesses who have supported the Baron Shield throughout the years.

