

*A Message from Your Independent Bookstore...*

# THE BUCK REALLY DOES STOP HERE!



For every **\$100** a consumer spends...

- Local businesses give back **\$68** to their local economy.
- Chain stores give back only **\$43\***.

*Buy*  
**local  
FIRST**

*Local booksellers  
are members of your  
community. They care  
and they contribute.*



*\*The Andersonville Study and others by the Civic Economics Group can be read online at [www.civiceconomics.com](http://www.civiceconomics.com)*