



First impressions are often how we judge the worth of objects and people. Especially among high school students, stereotypes and the need to categorize people into cliques becomes important. This classifying is due in part by insecurity most high school students experience as they search for their personal values.

Looking beyond initial costs to the long term benefits of some costly investments rather than settling for something inexpensive and cheaply obtained, we appreciate the value and achievement of others.

Yet, in this day of inflation, cash flow problems, and cuts in programs, face value often seems very important. ASHLEY people, more than ever, have been asked to re-evaluate their spending habits, wants, needs, and goals as state and federal budget cuts hit closer to home.

As you mature and discover goals your thoughts of "value" changes. You will tend to choose quality over flashy packaging. As you develop, you will search for your own ideals, friends, family, education, and life style. We learn that life is more than a superficial package. We learn that these things go beyond FACE VALUE.

# FACE VALUE