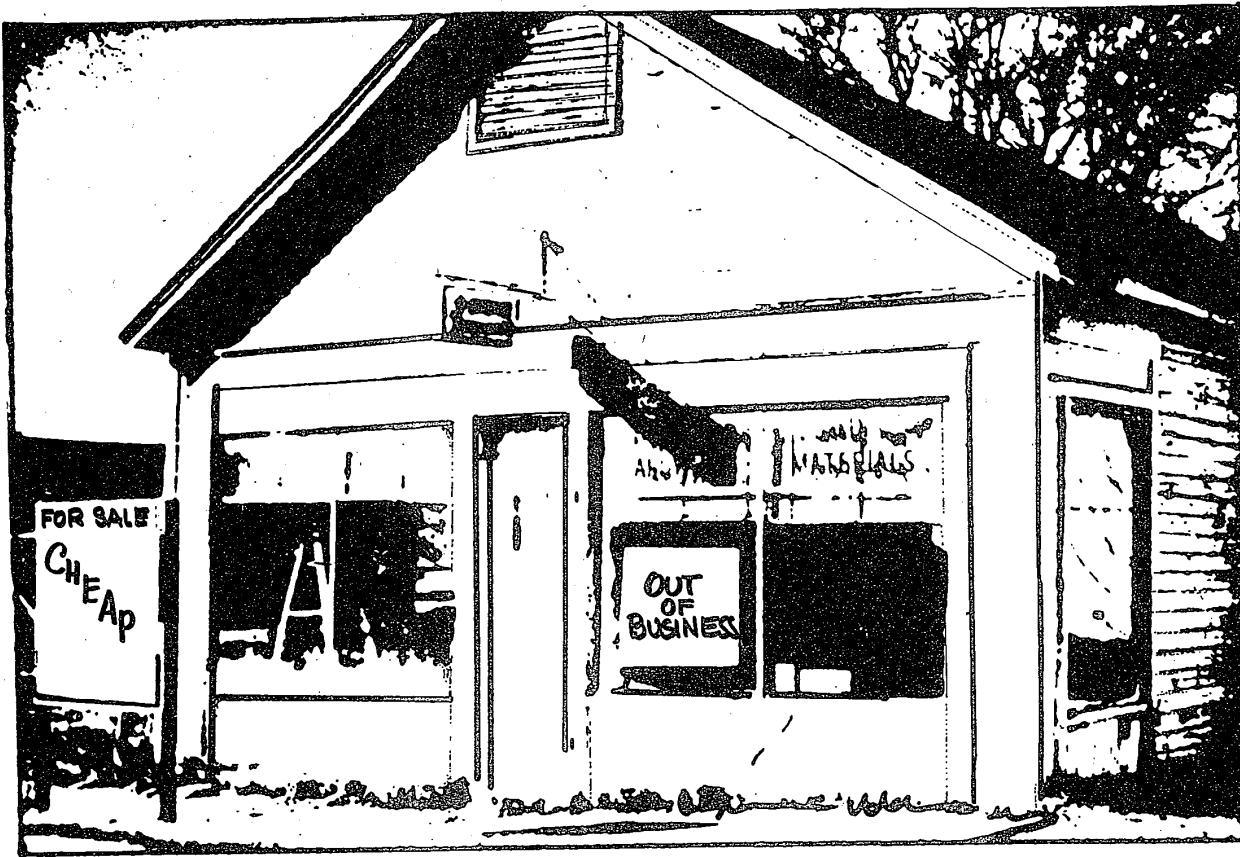


8C(P) Monday, July 28, 1980 7C

"My business was going great.



I even got to where I didn't have to  
advertise.

Then...I don't know what went wrong."

But we know what went wrong, don't we? A business can never outgrow the need to advertise. A successful businessman advertises differently than one who is just beginning, but it is necessary to keep the company name always before the buyers.

Even in a recession, the smart businessman keeps his customers by advertising aggressively and often he takes customers away from the timid competitor who cuts his advertising budget during bad times.

*Your ad in the Observer & Eccentric Newspapers can help  
revitalize your business and the economy.*

The  
Observer & Eccentric  
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