



The Observer Newspapers' retail advertising department constantly strives to provide its advertisers -- large and small -- with a sales medium that will effectively and economically reach potential customers.

The smallest neighborhood businessman may advertise only in his hometown Observer at rates that are within his budget, while the largest metropolitan retailers can enjoy saturation coverage in seven communities -- a fantastic sales package that is otherwise not economically available.

Because our advertisers may place ads in one Observer newspaper, a combination of Observers, or all seven newspapers, they are able to tailor their advertising to meet specific needs.

Retail sales joins other Observer Newspaper departments in individually serving each community. There is an average of two sales representatives assigned to each city.

These are men and women who are exceptional sales people. Their careers include selling experience with metropolitan and suburban newspapers as well as advertising agencies.

We emphasize honesty, accuracy and impartial treatment of all accounts in order to provide Observer advertisers with a reliable, effective newspaper in which to place their messages and their faith.

Classified advertising has long been recognized as an inexpensive, effective advertising tool for anyone and everyone. Observer files are crammed with success stories of people who have discovered that want ads work.

Housewives and businessmen alike are able to reach the same vast marketplace. Want ads aid men and women who are seeking employment. They unite children with their pets. They are indispensable to real estate agents and auto dealers.

Our goals in classified advertising are ones that are expected of any business firm. We strive constantly for fast, courteous service combined with accuracy and integrity.

The Observer takes pride in its top award-winning want ad department, and in the ad takers who process hundreds of classified ads for each edition.

Our classified display sales team personally visits area businessmen who realize the benefits of reaching thousands of customers each week and who appreciate the saturation coverage they receive when they use Observer want ads.

We sincerely hope that you will join the many satisfied people who regularly use our classified columns.

Joel M. Stark

Arthur Long

CREATIVE SERVICES . . . In the hands of Professionals



SERIOUSLY -- when it comes to newspaper advertising, attractive imaginative ad layouts can mean the difference between profit and loss. The Observer art department consistently creates client-pleasing layouts.

