

It's Idea Time For . . .

CHRISTMAS ADVERTISING

that makes Sales and
Happy Shoppers.

★ Every merchant knows . . . whether he is selling slippers or shotguns, greeting cards or gasoline . . . the period between now and Christmas Day can make or break the sales year. That's why he wants to promote his store to the fullest extent during that period. He also knows that advertising in the Observer Newspapers is more effective to all his potential customers for less money than any other medium in the area! What he needs now is . . . IDEAS

and that's where
we come in
to beat the drums
for all alert
merchants!

Our advertising department is able to supply ideas . . . sample layouts . . . illustrations from the finest advertising services available. We'd like to invite old and new advertisers alike to call now for suggestions to help make this your best year ever.

CALL GA 2-3175

FOR PROMPT "IDEA" SERVICE

Observer Newspapers

