

We didn't have to twist his arm



...just
reach new
depositors.

Elvin D. Dougherty, *president*

... was a man with a problem. There were people in Observerland who didn't have a checking or savings account at his bank.

According to Mr. Dougherty, a step in the right direction toward solving his problem was the Observer.

"During the first three months of 1968, as compared to the first three months of 1967, we had a net increase of 304% in new accounts," said the banker. "This, we feel, can be attributed to our doubling our advertising budget for placements in your papers exclusively."

Nice words from a very nice man with 304% more new business (nice new business) in Observerland, home of the problem-solver.



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