

# AN OBSERVER CARRIER IN BUSINESS FOR HIMSELF DOESN'T WORRY ABOUT SUMMER JOBS

Or Fall or Winter jobs, either. The energetic boy with an OBSERVER newspaper route — a boy in business for himself — has a steady yearly income. The few hours he puts in each week not only provide monetary return but the even more significant dividend of learning how free enterprise operates.

But not even the money can buy the other skills acquired from OBSERVER route experience — learning how to deal pleasantly with people, the value of being punctual, keeping proper records and of collecting.

Your OBSERVER newspaperboy is learning all the time. He makes money, too, while learning.



## WELCOME HIM...

The small monthly payment you make to the Carrier Subscription Plan helps him measure his success in his first business venture. The way he is greeted may determine and mold his future development. Please ask him for a receipt when you give him your monthly payment.

# CALL 261-3800

# OBSERVER NEWSPAPERS, INC.