

Sorry, she's not home today.

She's one of the growing numbers of women who works outside the home during the day. She isn't there to receive your advertising message on radio or on TV. Chances are she'll be too busy tonight to watch or hear it then too.

But after she gets home and changes her shoes, finishes putting dinner on the table, cleaning up the kitchen, helping the kids with their homework and gets them off to bed, she'll settle down for a much needed moment of rest to read your message in the Observer & Eccentric newspaper she found on her doorstep. She'll be ready for your message then and be much more responsive to what it says.

Your advertisement in the Observer & Eccentric newspaper will wait 'til she gets home.

The
Observer & Eccentric
Newspapers

