

"My business was going great.



I even got to where I didn't have to  
advertise.

Then...I don't know what went wrong."

But we know what went wrong, don't we? A business can never outgrow the need to advertise. A successful businessman advertises differently than one who is just beginning, but it is necessary to keep the company name always before the buyers.

Even in a recession, the smart businessman keeps his customers by advertising aggressively and often he takes customers away from the timid competitor who cuts his advertising budget during bad times.

*Your ad in the Observer & Eccentric Newspapers can help  
revitalize your business and the economy.*

The  
**Observer & Eccentric**  
NEWSPAPERS