

We didn't have to twist his arm



...just reach his customers.

Bruce A. Habermehl

How does a local businessman become a "successful" local businessman? According to Bruce Habermehl of Center Tire, Inc., it's not too difficult... just keep tabs on the local newspaper and grow right along with it.

Mr. Habermehl has been a resident and businessman in Farmington for many years and in that time has carefully watched the growth of the Farmington Enterprise & Observer. He also noted how the paper has kept pace with the Farmington population increase.

When he formed Center Tire, Inc. in downtown Farmington, one of the easy decisions he made was to advertise in the Observer.

To quote Mr. Habermehl, "Our business has increased every week. We attribute a great deal of the increase to our newspaper advertising and its sales representative, who has called and assisted us in every possible way on a consecutive weekly basis."

Any businessman can make the easy decision Bruce Habermehl did. All it can get you is customers.



OBSERVER NEWSPAPERS

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