



## HOW WOULD HORACE GRIM APPROACH THE '70s?

He wouldn't.

He'd hope they'd go away.

If Horace had to operate his store in today's competitive market, he'd be in worse shape than he was in the gay '90s.

If a new bolt of fabric came in, the ladies found out about it by accident after they asked Mr. Grim to haul it down off the shelf.

He failed to tell his customers about his new merchandise. He failed to advertise. In fact, he failed in business along about 1902.

Smart businessmen know that you have to let people know what's new, what's for sale and what's on sale. They also know that they can reach thousands of hometown people with an OBSERVER ad.

Look at the advertisements in today's Observer. Look at the buys and bargains just waiting for you. There's a smart businessman behind every one of them. These ads are put together by men who know that regular advertisements in the Observer mean business. There's not a Horace Grim among them.

*An Observer Advertisement means business.*

***observer newspapers***