

# Advertising Spurs Sales

*Observer Newspapers have a dynamic advertising sales force without whom the full story of our community could not be told, for no matter how large or small it may be an ad plays an integral role in ONI's commitment to keep the public informed.*

*The economic trends of a generation may often be as well understood by reading of advertisements as of the business pages, and every ad tells its own story.*

*The marketing skills and business imagination of the men and women who make up ONI's retail and classified advertising staffs are tools available to the businessman who seeks to increase sales and who wants to understand the total suburban market.*

*Aware of such needs, and of the Observers' proven outstanding sales performance, advertising representatives regularly introduce advertisers to the rich market area served by ONI and thereby help keep alive the communications system so vital in a democratic nation.*

*While all mass communications media are supported by advertising, newspapers continue to receive the largest portion of the annual dollar investment from advertising, and for a good reason. Newspapers sell the most goods by offering advertisers many choices of form and design, varieties of type and art, and the option of color.*

*ONI advertising services are tailored to business needs through a staff which knows its market and understands what it takes to reach it.*



Mary Ann Kelley, Assistant to Retail Manager

