

# PUSHOVER

The little tugboat's ability to push a big ocean liner around has always been a subject of fascination.

But it's really quite simple. The tugboat is custom built for its assignment. It has the power to do a big job. It is operated by a skipper who is highly skilled. The largest liner is a pushover for this combination.

The mighty little tug has its counterpart in advertising—the newspaper Want Ad.

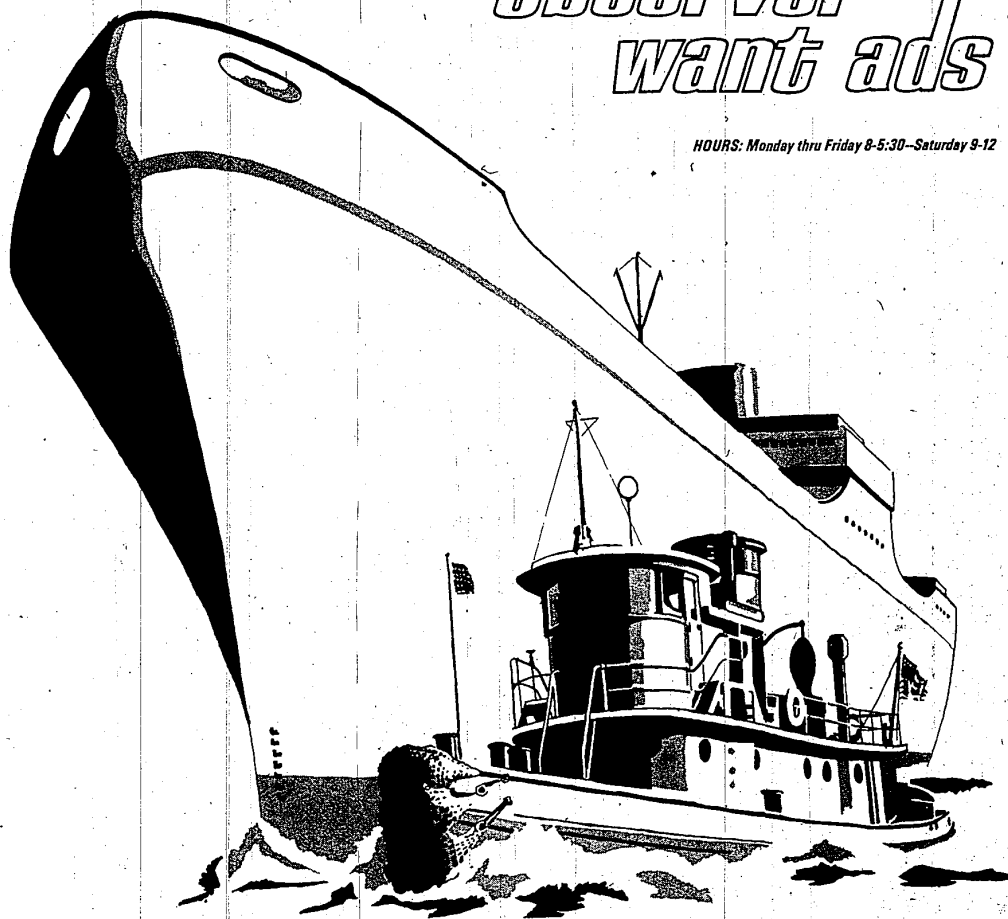
The Want Ad's diminutive size is a deceptive cover-up for its surprising power. Imagine a simple three or four line advertisement, which costs less than dinner in a good restaurant, motivating twenty or thirty people to respond. It happens all the time!

An Observer Want Ad can play the part of a problem solver for you. It will sell a valuable but un-needed article, find a job, find you a needed employee, find you a place to live, or serve you in countless ways. (Want Ads have been used to sell tugboats).

It won't be long until an occasion will arise when you can profitably use a Want Ad. When that time comes, pick up your phone and dial 522-0900. A friendly ad taker will help you word your ad for quick response.

*observer  
want ads*

HOURS: Monday thru Friday 8-5:30—Saturday 9-12



**522-0900**