



**an  
observer  
carrier  
doesn't  
worry about a summer job!**

**Or a fall job or a winter job, either.**

The energetic young man with an OBSERVER newspaper route -- a boy in business for himself -- has a steady yearly income.

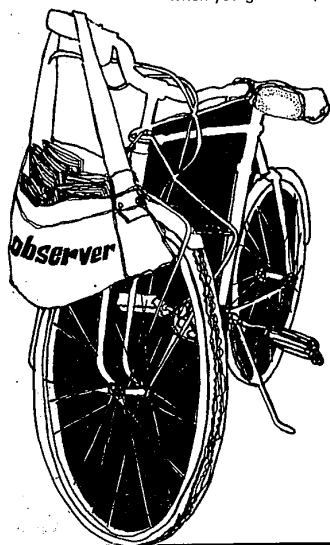
The few hours he puts in each week not only provide monetary return, but an even more significant dividend of learning how free enterprise operates.

But you can't put a price on the other skills acquired from OBSERVER route experience . . . learning how to deal pleasantly with people, the value of being on time, keeping proper records and collecting.

Your OBSERVER carrier is learning all the time . . . and making money while he's learning.

So, welcome him. The small monthly payment you make to the Carrier Subscription Plan helps him measure his success in his first business venture. The way he is greeted may determine and mold his future development.

Oh yes, and please ask for a receipt when you give him your monthly payment.



**HEY, FELLAS!**

IF you are interested in becoming an Observer Carrier there's room for you on our team. Just fill in the coupon and mail it in. (And parents, if you've just read this page and have a son who would like to become an Observer Carrier, tear it out and save it for him.)

Mail to: **OBSERVER CIRCULATION DEPARTMENT, 36251 Schoolcraft Road, Livonia**

NAME \_\_\_\_\_ AGE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

TELEPHONE \_\_\_\_\_

**observer newspapers**