

*The* PUBLICATIONS OF  
**THE OBSERVER CO.**

Have been undertaken with the idea of giving to the people of North Carolina and the Piedmont region generally reading matter to meet the requirements of a Christian and Progressive People. ♡ ♡ ♡ ♡ ♡ ♡

### *The Daily Observer*

This paper is issued every day in the year. It prints the news of the entire world as furnished by the Associated Press, which is the greatest news gathering organization in the world.

Besides its Editorial, which will be passed here without comment, there are maintained, departments of Literature, Social Life, Industrial News and careful attention is given to Educational and Church work.

The Observer is the highest priced paper printed in North Carolina and yet it is the cheapest paper in the State to buy, because it gives so much.

If one loves good reading it is cheaper to buy The Observer than to buy books. It gives fresh reading matter 365 times each year.

If one is in commerce or manufactures The Observer will show opportunities time and again by which the merchant or manufacturer can find new business or better business than he had before.

The Observer has a force of bright men in the field all the time. This force is working for the readers of and the advertisers in the paper. They keep before them the interests of the patrons of the paper. They gather not only the general news but also specific news that will be of advantage to the reader. They are on the look out for new channels of trade, for new construction work, for new developments in agriculture and for all information patrons might want or be able to make use of.

### *The Evening Chronicle*

#### THIS PAPER GIVES TO-DAY'S NEWS TO-DAY

It gives the news and other reading for the family at the supper table and after supper.

It is the paper for the working man whose best opportunity to read is after the day's work is done.

It is the paper for the out of town manufacturer or merchant who cannot get the morning paper until late in the day. The Chronicle gives the same market reports of the current day that the morning papers give on the following morning.

It is the paper for a family to take for the children who are in school.

It keeps well up with politics, literature and industrial conditions.

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**The price is made to suit the family of modest means and the working people.**

### *The Semi-Weekly Observer*

The semi-weekly is in some degree compiled from the Daily Observer.

In addition to the compiled matter, it contains much original matter. The semi-weekly, price and paper considered together, is one of the cheapest papers in America. We send 104 papers a year to a family for one dollar. This is less than one cent each for a paper, each copy of which is more than a book.

Special attention is given to make the semi-weekly a paper for the farmer. But it is also a paper for any family which does not feel able to buy a daily paper and which is so situated that it cannot receive a paper daily.

We repeat that it is the best paper for the money in America.

### *The Observer Printing House*

#### This Is a Department of Job Printing and Book Binding

In this department are made Letter Heads, Bill Heads, Stationery of all kinds, Engraved Cards, Half Tone and other Pictures Printed, Blank Books and Book Binding of all kinds.

*The Observer Company* is leaving nothing undone that would seem necessary to meet the requirements of the people. ♡ The company invites subscriptions, and invites the patronage of advertisers.

It will send sample copies of any of its publications in answer to a postal card or letter asking it.

**THE OBSERVER COMPANY,**  
CHARLOTTE, NORTH CAROLINA.