

# THE CHARLOTTE OBSERVER

**THE SEMI-WEEKLY OBSERVER**

**THE EVENING CHRONICLE**

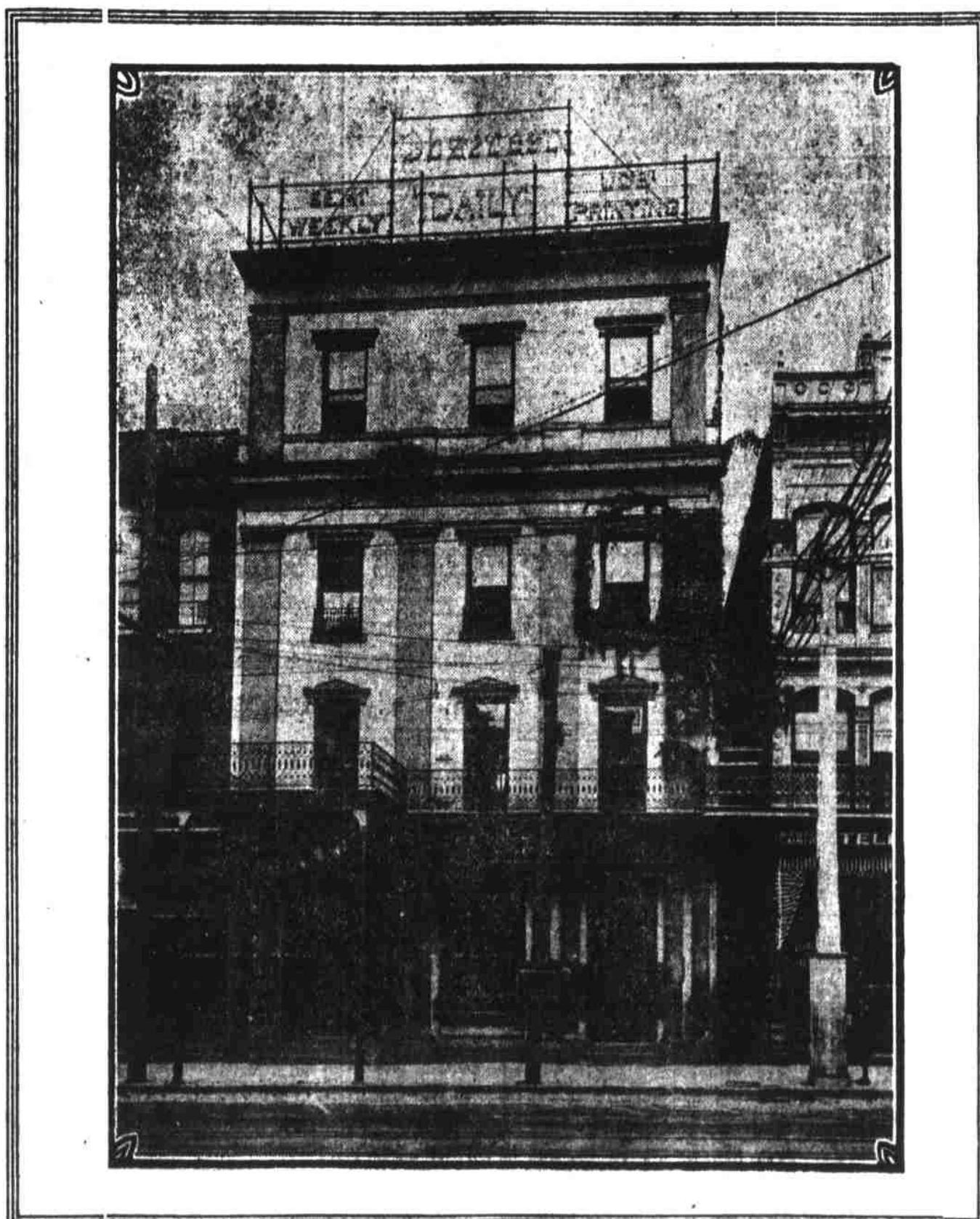
This great trio of modern newspapers offers the advertiser just what he is seeking—the opportunity to lay his wares before the progressive people of the Piedmont Region. He is assured of a hearing because the people have confidence in these newspapers—a confidence born of life-long association of the people and the newspapers. If the rates were fifty per cent. higher they would still be cheap when the service is considered—the quality and quantity of circulation. These papers have a clientele which the advertiser cannot afford to overlook, if he be alive to his own interests—if he wants to know that he is getting what he is paying for; if he is seeking the wisest expenditure of his money.

## THE CHARLOTTE DAILY OBSERVER

Reaches the homes of the manufacturers, capitalists and the leading business and professional men in the Piedmont region. It is the great family newspaper of the section—read by the family. Its reputation as a sane, conservative, reliable newspaper is enjoyed by few newspapers in the land.

Subscription

**\$8 the Year**



## THE SEMI-WEEK- LY OBSERVER

goes to the farmers—the class that is now forging to the front rank in wealth and importance, folks who do not take a daily paper. It reaches them the day of publication and is read by the whole household, from the lord of the manor to the dairy maid.

Subscription

**\$1 the Year**

The Evening Chronicle covers the local field thoroughly. If the advertiser has anything to offer the people of Charlotte, this, the leading afternoon paper in the Carolinas, is the logical purveyor of his wares,

**MR. ADVERTISER: Instruct your agents to use this great trio—use it yourself for awhile and then measure up results with any other advertising you are doing.**

**Let the results speak for themselves.**

# The Observer Co.