

THE OBSERVER'S CHRISTMAS ISSUE

WILL BE OUT DECEMBER 15th

In accordance with a custom inaugurated a few years ago The Observer purposes issuing on Sunday, December 15th, its annual Holiday Number. This edition is now in course of preparation and no pains will be spared to make it the most creditable number in the paper's history. The best literary talent of which North Carolina boasts is embraced in its list of contributors, and from a typographical standpoint general excellence is assured.

THE ADVERTISER'S GREAT OPPORTUNITY

Exceptional opportunities are offered the general advertiser who takes space in this edition, to lay his wares before many thousand, intelligent, prosperous people—to enlist the attention and solicit the trade of this vast buying public ten days before the Christmas festival—in a paper which will be read, re-read, preserved and treasured for its merit. The circulation of this special edition will reach the high water mark of The Observer's press record.

REMEMBER THE DATE--DEC. 15th



For Advertising Rates or Other Information Address

The Observer Company
Charlotte, - - - - - North Carolina