

GET IN WITH THE LITTLE ONES

And grow as they are growing. Many of the most liberal users of space in The Observer began in a small way and built up their business largely through the medium of its columns. Others, as wise, are pursuing the same course. Don't be afraid to advertise because your business is small. Advertising has been the making of many business enterprises, and lack of it the undoing of many more. Whether your space be large or small your copy receives the same careful consideration and the same good treatment. Quantity and—what is more important—quality, is what

THE CHARLOTTE DAILY



offers its advertising patrons, and that is what they get. ❁ ❁ ❁ ❁

It's Not What You Pay, But What You Get That Counts

Your advertising appropriation is the wisest investment you make if it is wisely expended. When you advertise in The Observer you get what you pay for. The Observer reaches the best people in the territory it covers—the folks who have money to spend and spend it. There are no bargain counters here—your advertisement is placed before a vast reading public, which pays eight dollars a year for a newspaper that comes to them 365 days, and there are no free copies—no discrimination in the rates. ❁ ❁ ❁ ❁ ❁ ❁ ❁ ❁

Its splendid news service and independent editorial opinions are responsible for the fact that it is ranked by experts as third in the list of the ten leading newspapers south of Masons and Dixon's line.

SUBSCRIPTION \$8 A YEAR—ADVERTISING RATES ON APPLICATION

THE OBSERVER COMPANY. CHARLOTTE, N. C.