Some Advertisers Won't Believe It . . . But Those Who Do CASH IN!

The average small-town merchant is under the belief that advertising in his local newspaper does not pay . . . So we devote this space to prove that advertising in QUEEN ANNE'S RECORD-OBSERVER DOES PAY.

To begin with Queen Anne's County is one of the richest counties in the State of Maryland. Over a period of ten years Queen Anne's county has attracted several rich families to establish their homes with us. The purchases made by these families through our local stores depend solely on the service which our storekeepers offer them. HOW MUCH OF THIS BUSINESS ARE YOU GETTING MR. MERCHANT? WHAT EFFORTS HAVE YOU MADE TO ACQUAINT THESE FAMILIES WITH THE SERVICES YOU HAVE TO OFFER? Did it ever occur to you that these families are regular readers of this newspaper? . . . That women members of these families prepare their grocery and meat purchases from the advertisements which appear every week in this newspaper? . . . That when their radio needs repairing they hire the services of an advertiser who tells them, through the columns of this newspaper that he repairs radios? There are several other services that have become known to these people as well as our own native-born citizens THROUGH THE COLUMNS OF THIS NEWSPAPER. We will show you our mailing lists that bear the names of all of these important people . . . together with practically every reading family in Queen Anne's County.

Why not cash-in on this business and plan an advertising campaign to run in The Record-Observer from now until Christmas . . . TELL THE READERS OF THIS NEWSPAPER THAT YOU CAN SUPPLY THEIR WANTS . . . TELL THEM EARLY ENOUGH BEFORE THEY GO ELSEWHERE. THE BUSINESS IS HERE . . . RIGHT AT YOUR FRONT-DOOR . . . CASH-IN ON IT.

A TELEPHONE CALL WILL BRING OUR REPRESENTATIVE

Queen Anne's Record-Observer

Read In Practically Every Home In The County

PHONE CENTREVILLE ONE