



**whatever  
your  
pitch...**

**you make your best hit with us**

Make a grand slam in sales through newspaper advertising! We're your best bet as far as readership (the bigger our circulation, the larger your audience!), economics (it's the most economical way to promote business), and effectiveness (you'll get results you can bank on!). Let's discuss your advertising future soon!

**PORTLAND OBSERVER**

**OREGON'S AWARD WINNING BLACK NEWSPAPER**