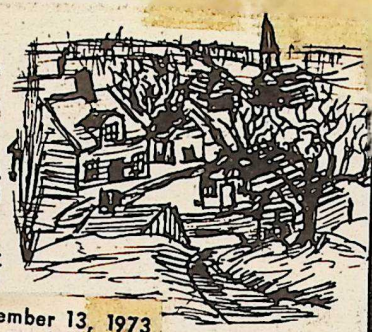


# Village View by Andrea Leonard



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As one reader has written, "A week without The Village Advertiser is like a week without sunshine."

You know there's a subscription drive in full swing, don't you?

The reason for it is the anticipated increase in U.S. Postal rates for bulk mail; that's how you get your free copy of the Advertiser now.

When rates go up in January the bulk mail rate increase will cost hundreds more each week to distribute 4,000 copies to its weekly readers.

The publisher, Carlton Crocker, has two choices: either mount a successful subscription campaign, or raise his advertising rates.

For three and a half years The Village Advertiser has come to you each week - FREE. In order to continue its policy of giving local merchants advertising coverage at reasonable rates, it will be impossible to continue this policy. A modest subscription rate (\$3.00 per year) is necessary, not only to offset postage increases, but to cope with the spiralling cost of newsprint as well.

A paper with subscribers can be mailed at a lower cost than will be the case if bulk mailing is continued.

The Advertiser's philosophy is a belief that local communities need a shopping guide mailed weekly to our homes, combining local news and commentary upon matters of local interest.

The Advertiser can continue its philosophy of service only if you indicate your desire to continue receiving the paper by subscribing to it.

After all, if Carlton raises his advertising rates, you know who will pay, in the long run, don't you? Of course you do; you will.

When a merchant's costs of doing business go up, so do his prices. That means each advertiser will add a couple of cents or a nickel to the price of every item you buy from him, and the spiral of inflation will take another twist.

This little newspaper is your own community voice. Through it, you can tell your story

o your neighbors, and though it you can learn your neighbor's story.

A social function? A fund-raising effort? Something for asle? An issue you feel strongly about and want to share with your fellow-citizens?

Send in a letter to the editor; a picture you want to share; buy a classified ad; submit a news release. It will appear in print for all your neighbors to read and think about.

This is a real grass-roots paper. When you want to know what's going on in your village or where to meet people who share your interests, you find it in The Village Advertiser.

As a community service in keeping with the Advertiser's philosophy, local organizations are being given an opportunity to raise funds for special projects by soliciting subscriptions in their own neighborhoods.

It may not be long before you answer a knock at your door and find a neighbor selling subscriptions to the Advertiser.

If you've been meaning to subscribe but haven't gotten around to mailing your subscription yet, you can help your favorite local organization by sending in your check naming the organization of your choice to receive credit.

While I'm on the subject of The Village Advertiser, let me tell you a bit about it's publisher, Carlton Crocker.

He's a native of Osterville. He was, as a matter of fact, a member of a Sunday School class I taught when I was a teenager. He was then a rather sober, sturdy little boy about five years old.

He attended Barnstable Schools, served in the armed services during which time he was stationed in Europe, and, after returning to civilian life, graduated from Fordham University.

Carlton now lives in Centerville with his lovely wife, Pam, and their four delightful and very active little girls. He's a young man; 36 years old.

I can think of none who works harder, none who better serves his community, none who is more generous with his time and effort in serving his neighbors while at the same time supporting his family.

Whenever you meet Carlton, he has a warm smile and time to talk about serious problems people of our villages face, about personal concerns you may be troubled or enthusiastic about. He's sincerely friendly; he's a good and concerned citizen.

The Village Advertiser provides a service to the community and its people; its publisher is a man who deserves respect and support in his community.

There are many, today, who view young people as adversaries; they would be rewarded by an effort to meet this young man for he's a credit to his generation.

o a e, the response to the drive for subscriptions has been remarkably good. We have solid proof people really enjoy the paper and want to continue getting it because the checks keep coming in.

Local news columns will be expanded and there will be more pictures of village people and village activities published in future issues. Carlton is looking for qualified people who want to write for the Village Advertiser, so if you've an urge to see your name in print, send in a column.

If you'd like to write a neighborhood news column, call him on the phone and talk it over.

Let's do all we can to help him continue his successful venture in the publishing field.

Clip the coupon (just below this column) print your name and address -- indicate, if you wish, which organization you'd like to

receive credit for your subscription -- make your check for \$3 payable to The Village Advertiser -- and mail it to Box 476, Centerville, MA 02632.

One final suggestion. Subscriptions to this paper make welcome gifts to friends and relatives who live in other parts of the country. They find a home-town newspaper, full of news about people and places they're too far from to visit, a real pleasure.

Christmas is coming, and you're racking your brains, to solve the gift problem..... wouldn't a copy of the Advertiser arriving every week be a thoughtful way to tell them you love them?

There's no better way to keep up with what what's happening in YOUR village!