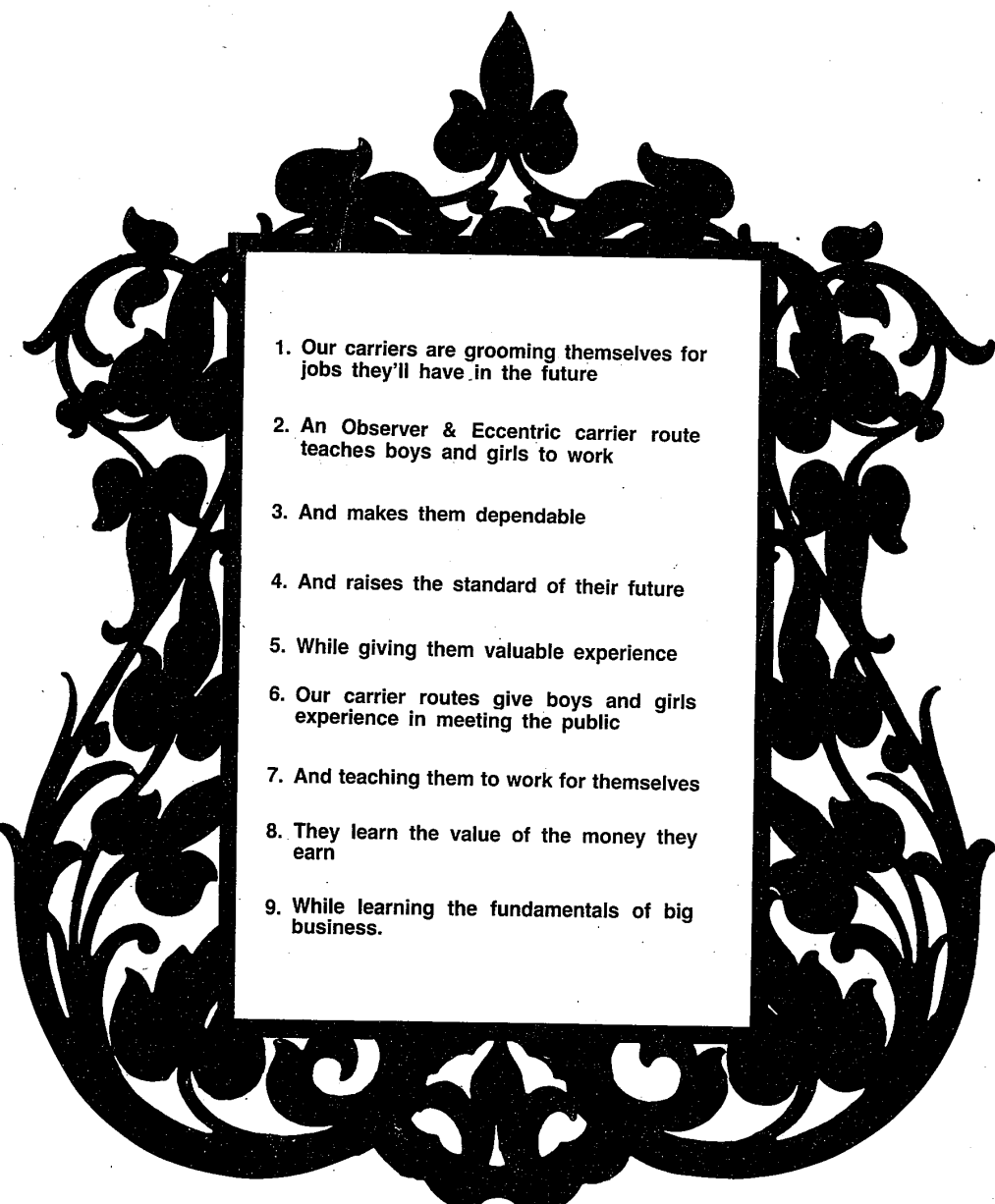


# Why your child should carry an OBSERVER & ECCENTRIC

## Route:

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1. Our carriers are grooming themselves for jobs they'll have in the future
  2. An Observer & Eccentric carrier route teaches boys and girls to work
  3. And makes them dependable
  4. And raises the standard of their future
  5. While giving them valuable experience
  6. Our carrier routes give boys and girls experience in meeting the public
  7. And teaching them to work for themselves
  8. They learn the value of the money they earn
  9. While learning the fundamentals of big business.

If you have a boy or girl between the ages of eleven or fourteen who might like to deliver their hometown newspaper, don't for heaven's sake show them this list (except maybe the part about the money).

We both know that anything that's going to develop a child's character as much as one

through nine here can, can't be any fun (at least, that's what the kids will think).

And joining the Observer & Eccentric carrier team is really sort of fun and kind of exciting. Why not call one of the numbers below and find out all about it?

## The Observer & Eccentric Newspapers

Canton, Farmington, Garden City, Livonia, Plymouth,  
Plymouth Township, Redford Township, Southfield, and  
Westland parents call:

591-0500

Avon Township, Rochester and Troy parents call:

651-7575

Birmingham and West Bloomfield parents call:

644-1100