



## WHY ARE THESE MEN SMILING?

Meet Cecil Peterson. He's the smallish man with the newspaper. Cecil never misses a chance to check what's happening in his hometown.

Why, just last week he found a bird cage for his pet gerbil in the Observer & Eccentric Classified section. The reason Cecil is reading while standing up in a crowd (he usually has better manners, but he doesn't know any of these fellows anyway) is because he's reading a story about his nephew's baseball team.

Cecil never misses one single issue of his hometown newspaper because he knows that it's crammed full of

stuff that the city dailies never touch. Stuff like local bargains at his neighborhood stores, those juicy classified ads, and what's happening at city hall.

There was even a story about Cecil the time he grew the largest squash he'd ever seen. Or anyone else had ever seen for that matter. Cecil cut that picture out and put it in his scrapbook. He ate the squash.

Oh yes, why are those other fellows smiling?

Well, first they're on their way home and second, they know their hometown newspaper will be waiting for them when they get there.

The  
Observer & Eccentric  
Newspapers

