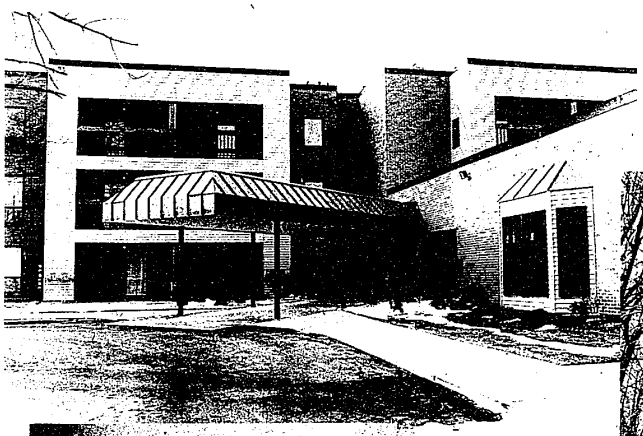
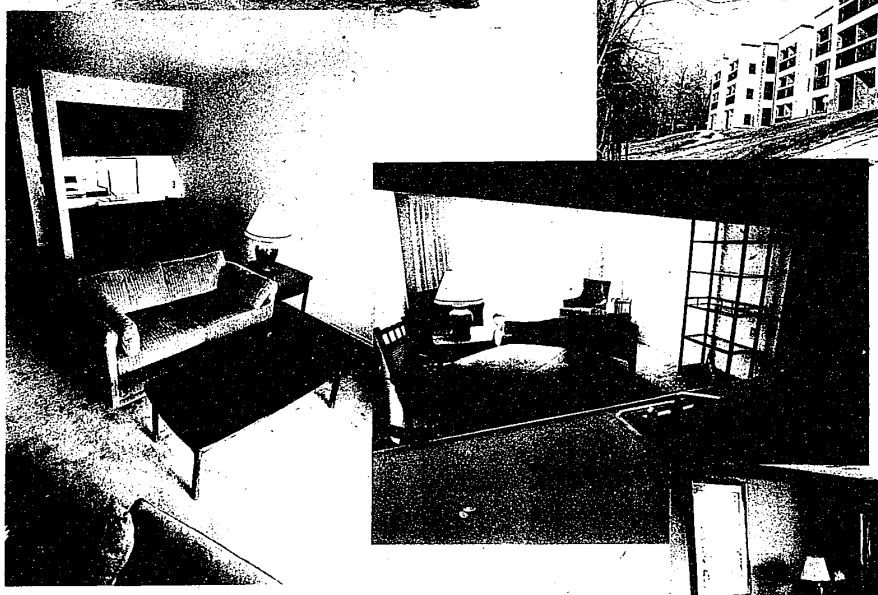
"Your Market is the 'Only' Market!"





Just what a newspaper wants to hear—especially when we can offer **more** than our competitors.

In this case **only** positive results were what John C. Hendry experienced when he began advertising his Plymouth Towne Apartment complex in the Observer & Eccentric Newspapers. Hendry began advertising more than 1 ½ years ago and since then the completed apartments have been filled and a waiting list has been started for apartments still under construction. "You really hit the market," said Hendry. That's market power—that's newspaper readership!

John C. Hendry discovered that we could offer his business the best possible market target around—we're glad we could!

The Observer & Eccentric Newspapers

O&E