



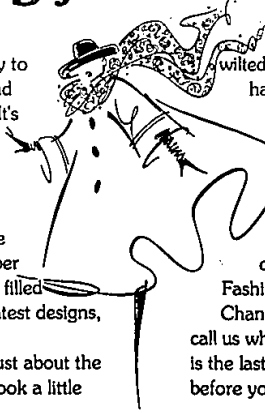
## We're thinking fall. ....

We know. We know. You're not ready to begin thinking about carving pumpkins and raking leaves, and trips to the cider mill. It's still summer for heaven's sake.

Actually, we're only thinking about fall for one reason—*fashion*.

As you read this, we've begun plans for our annual fall fashion section, the one that arrives with your hometown newspaper every August (on the 27<sup>th</sup> this year) and is filled with exciting features and photos of the latest designs, fabrics and colors.

Our fall fashion section will show up just about the time your summer togs are beginning to look a little



wilted and you're ready to really examine what you have in your closet for the fall season.

We'll give you some idea of what's out there and where you can find it. We'll feature shoes, accessories, ensembles, everything you'll need to refurbish or replace what you have.

And, if you are in the fashion business or one closely related to it, don't miss this great opportunity to place an advertisement in Fall Fashion.

Chances are you'll hear from us soon—or give us a call us when you have a moment. Monday, August 3, to is the last day to reserve your space and that'll be here before you know it. Like fall. (Drat!)

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**Observer & Eccentric**  
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