



since our first Sunday edition.

February 2, 1997 was the day we took a gigantic leap of faith and changed our Monday publications to Sunday.

All sorts of questions ran through our minds as we got ourselves ready to deliver your hometown news on Sunday mornings.

Would you like it?

Would you care?

Would our advertisers stand by us?

Was it really a good idea?

Then we reached the point where there is no turning back. No retreat. Full steam ahead.

We took the plunge.

And when we came up for air—there you were!

Our readers. Our advertisers. And there we were—all the people who made the change to Sunday exciting and as easy as something like that can be. Our circulation, editorial, advertising, production and business office staffers along with our carriers and drivers. Still smiling. Still the best group of people you're likely to find working today.

In the months that followed we received some very nice support from a whole lot of people. We got the idea that we'd done a good thing.

So, now it's time to blow up the balloons, cut the cake and say, "Thank You!" for putting the sun in our Sundays.

THE
Observer & Eccentric *It's all about you!*
NEWSPAPERS

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