

# may we have your attention, please . . .



**WE'D LIKE YOU** to take a few minutes out of your busy life to listen to some exciting changes we're making in your home town newspaper.

**FIRST, WE'RE GOING** to switch our weekend publication to Friday so that you'll know what's happening in your home town 24 hours earlier. That's right, the Observer will be on your doorstep on FRIDAY afternoon—in time to plan your weekend shopping and social activities.

**NEXT, WE'RE GOING** to deliver

the new Friday Observer to you folks in Westland and Garden City. This means that for the first time you will receive home town news TWICE each week!

**THE THIRD, AND** most exciting news of all, is that the Friday edition of your home town newspaper will be a new size. It will be about 11 inches wide and 15 inches deep—a comfortable size. Your new Friday Observer will emphasize local people and local news with features about your friends and neighbors and your hometown. FOCUS: Subur-

bia will be there along with Religion, Observing Life, Home & Garden and a lot of other good reading.

**CONDITIONS ARE** constantly changing in this world of ours and we've never been ones to sit back when there's been an opportunity to better serve our communities. We think we've come up with three mighty good ways to do just that. We hope you do, too. Thanks for your attention.

**observer newspapers**