

may we have your attention, please ...



WE'D LIKE YOU to take a few minutes out of your busy life to look at the exciting changes we've made in your home town newspaper.

FIRST, WE'VE SWITCHED 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 now be on your doorstep every **FRIDAY** afternoon -- in time to plan your weekend shopping and social activities.

NEXT, WE'RE DELIVERING 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 is now a new size. It's about 11 inches wide and 15 inches deep -- a comfortable size for you to handle. Your new Friday Observer emphasizes local people and local news with features about your friends and neighbors and your home town. **FOCUS:** Suburbia 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