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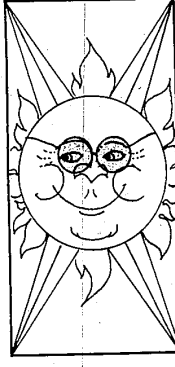
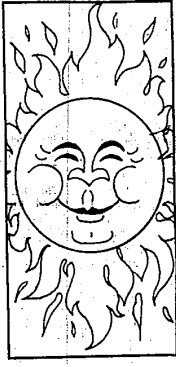
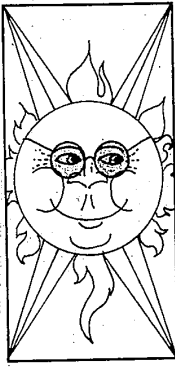
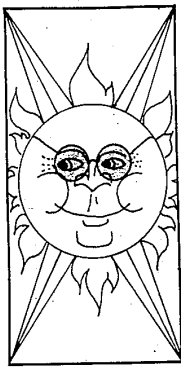
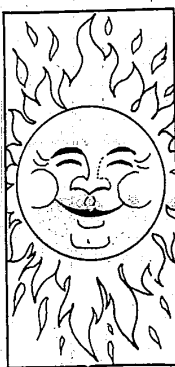
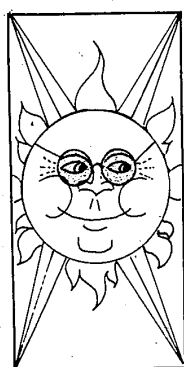
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THERE'S NO OTHER DAY LIKE THURSDAY... EXCEPT MONDAY!

Beginning March 4, 1974, The Observer & Eccentric Newspapers will be published twice weekly, on Mondays and Thursdays. Both editions will be full-sized newspapers (not tabloids); both will carry local, in-depth news about your community; both will bring you full Classified sections— Want Ads from all areas we serve. And both will fit perfectly into your weekly schedule of events.

On Thursdays, for instance, you'll find your copy of The Observer & Eccentric filled with "things to do, places to go, people to see" for the coming weekend . . . and you'll find a complete round-up of news and feature stories concerning your hometown. On Mondays, complete coverage of weekend events— including detailed accounts of high school sports contests— will be there for the clipping and saving.

You'll be pleased with both editions, because when it comes to hometown news, there's no other paper like The Observer & Eccentric . . . and no other day like Thursday. Except Monday.

MONDAY



THURSDAY



155,500 CIRCULATION EACH DAY
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