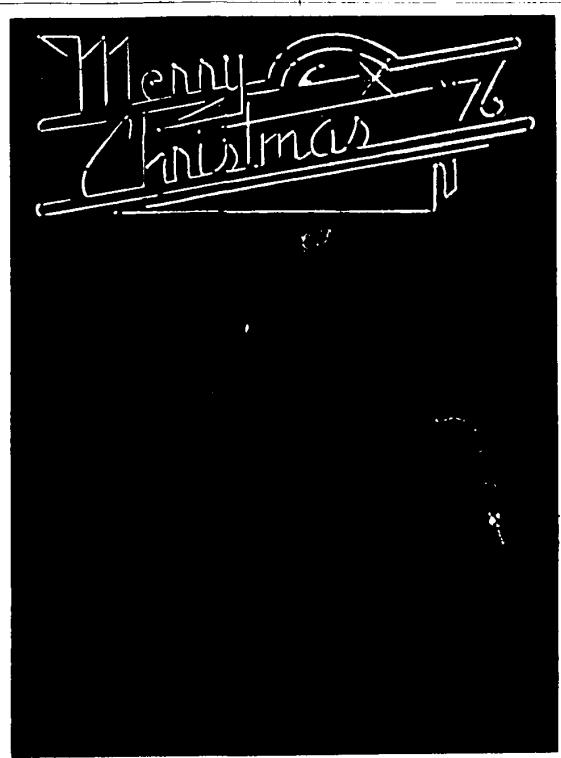


CHRISTMAS BONUS



1975... Last year's Christmas Gift Guide was honored as the "Most Outstanding" special section in Michigan. It also won National and International honors for Cover Illustration and Newspaper Promotion*. We're proud that our special sections continue to be the finest anywhere; but we're most honored to produce this bonus for you!

- First Place, Special Section — Michigan Press Assn.
- Honorable Mention — Illustration — Society of Publication Design
- Honorable Mention — Illustration — International Newspaper Promotion Assn.



1976... We're presently working on our "Christmas '76" section, with the same high standards, good taste and attention-to-detail that went into last year's award-winner. Look for this Christmas Bonus in your Observer & Eccentric, Wednesday, November 24th.

A BONUS FOR OUR READERS

At the beginning of the Holiday Season, when you need it most, the Observer & Eccentric brings you seasonal shopping, decorating and entertaining tips. It will save you time, money and some of the extra steps you take to make the Holidays special. We'll put you in touch with shops, services and conveniences that will make your season merry. We'll make visions of sugar plums dance in your head with Christmas Spirit and Holiday Cheer on every page. It's a Christmas Bonus for you from the Observer & Eccentric Newspapers.

A BONUS FOR OUR ADVERTISERS

If you have a holiday message to deliver, it belongs here. We take care to assure that your advertisement appears in the finest newspaper supplement in the state — (you've got the Michigan Press Association's word on that.) High-quality white-offset paper, sharp reproduction and relevant, informative editorial content combine to display your message at its best. More than 152,000 families will see your ad — probably more than once, because this is the calibre of section that stays in the living-room; it isn't tucked away in with last Sunday's news. Wayne or Oakland Counties as well as Full Circulation are available for this fully-indexed, November 24th supplement — for further details contact an Observer & Eccentric representative.

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