



Introducing



Shopping Cart

Beginning Monday, October 1, your hometown newspaper will contain "Shopping Cart"—an exciting new section devoted to local food features.

"Shopping Cart" will expand your recipe file with delicious offerings from area chefs, your friends and neighbors. If a person knows their way around a campfire or a microwave, they may find

themselves featured in "Shopping Cart"

There'll be timely articles about seasonal foods. There'll be mouth-watering pictures in full color. There'll be a gourmet column. There'll be inflation-fighting specials in Shopping Cart's advertisements. There'll be just about everything fit to print on what goes into your shopping cart each week.

What has four wheels and runs on food?
"Shopping Cart!"
 Look for it every Monday beginning October 1.

Observer & Eccentric
 NEWSPAPERS

WE REACH MORE PEOPLE IN OUR HOMETOWNS COMBINED
 THAN THE FREE PRESS OR THE NEWS