

Meet Mortimer, our Holiday elf with an awesome idea!

It's really cool and very simple:

**Give those special people
on your gift list a
subscription to their
hometown newspaper!**

Mortimer has a dozen good reasons why you should: (he actually has more but he figures you'll get the idea after 12 and besides you can undoubtedly think of some of your own!)



So here they are:

1. Got some "seniors" on your list? They just love to read about what's happening and use all those great coupons.
2. Is there a Grandma or Grandpa you don't know what to get? Their hometown newspaper will let them keep up with what's happening in their grandkid's schools.
3. Got some young families?—they like those coupons, too!
4. How about the single set? They'll love reading the arts and entertainment pages and learning where to spend an exciting Saturday night.
5. Your hometown newspaper has lots of local sports information—a perfect gift for a coach, teacher, or scout master.
6. Someone in the family away at college? What better way to keep them from getting homesick and let them know what's happening back home?
7. New homeowners? An easy one. They'll learn all about their new community, from its schools, local government, upcoming events and our new **HOMETOWN SAVINGS CARD** program.
8. For that friend who loves the Observer, but buys it at the newsstand. Put an end to running out in the rain with their very own subscription!
9. A favorite aunt? She'll love the garage sales, craft shows, delicious recipes and church news.
10. How about the people on your list who spend half the year in the sunny southern climes? Help them keep track of what's going on "up north."
11. Don't forget your friends in business. Their hometown paper will keep them up to date on the local business scene.
12. Hunters. Know someone who always seems to be hunting for a job, a house, a car, they're going to love our huge Classified section!

SAVINGS CARD

The Observer & Eccentric!

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ANYONE RECEIVING A SUBSCRIPTION!**



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