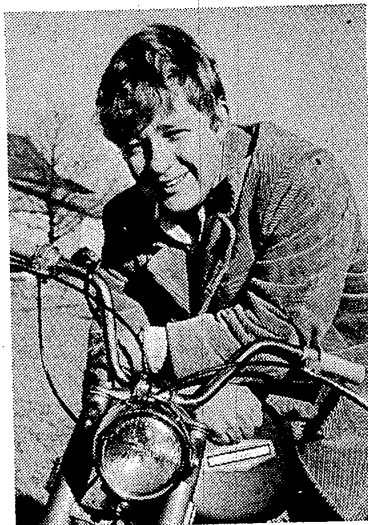
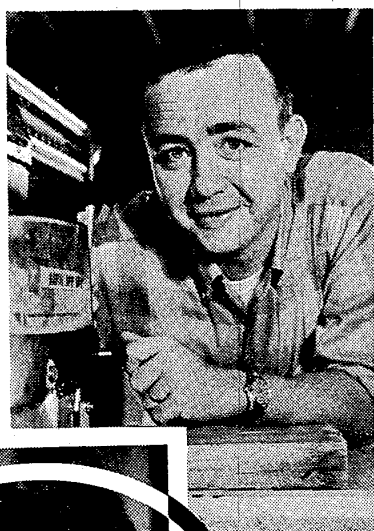


# What's in it for YOU?



**W**hat's in it for you--a mother of three, an active member in civic organizations and a terrific cook? "Well, the Observer is the first place I look for savings--if I can save on food and clothes for my family and still be happy with the value I get, I'm rather proud of myself. My boy is active in sports, so of course I like to read about that and then, I'm always clipping the recipes and home improvement ideas. The FOCUS magazine section is fun to read, too. I've enjoyed them since they began last winter. It makes our suburbs seem important with a special section about them each weekend. My mother and I keep a sharp eye on the Want Ads, too. We like to go to auctions and garage sales. And, like my husband, I make a real effort to keep up with my community and the direction it's headed -- actually, it's no effort at all with the Observer on our doorstep twice each week.

# *the* *observer*

# HITS YOU WHERE YOU LIVE.