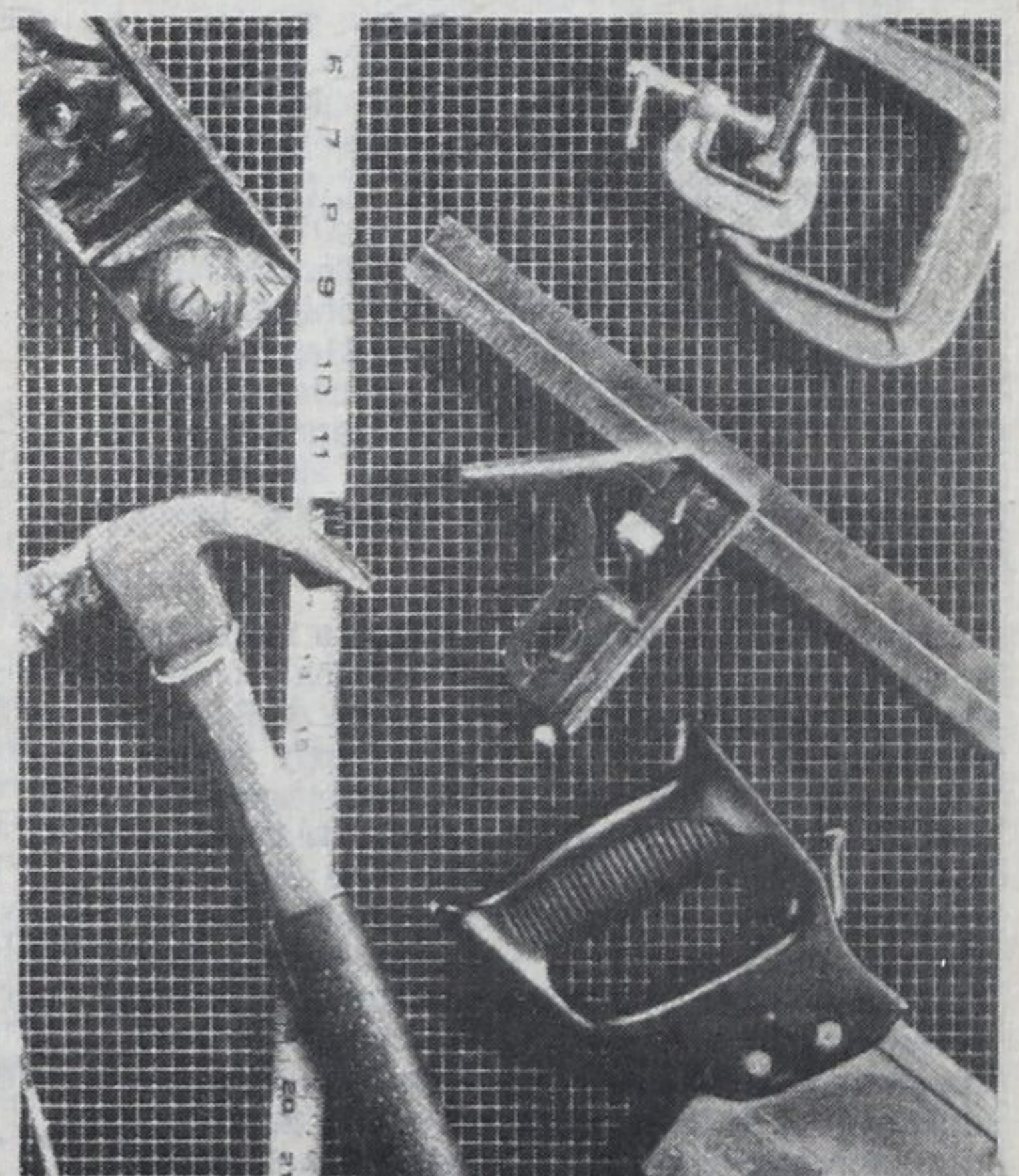


# *Citizen Times* WEEKENDER

On Friday, November 18, Midland Times, Penetanguishene Citizen's newest publication-**THE WEEKENDER**-will arrive on the doorsteps of thousands of homes in the North Simcoe area.

*Friday will*  
*never be the same!*



Fridays will never be the same in North Simcoe after Nov. 18.

Why? That's when The Penetanguishene Citizen and The Midland Times join forces to launch a brand new block-buster newspaper in North Simcoe.

The Citizen Times Weekender as it will be called will soon be as much a part of your weekend as that second cup of coffee.

The people who have been bringing you The Penetanguishene Citizen, The Midland Times, The Elmvalle Lance, The Friday Times and The Friday Citizen want you to know all about The

Citizen Times Weekender.

It will be a dynamic information package featuring fashions, sports, photo flashbacks, how-to columns, crosswords, book-movie-record reviews, business and lots more.

The Weekender will have a difference. It will be tailored to the leisurely pace of your personal weekend.

It will concentrate on local happenings exclusively and will make great company at home or at the cottage.

The Weekender will be a super way to end the week and begin the weekend in North Simcoe.

This publication will focus in on the lighter side of the news.

It will be about people and places that are special to you.

We'll take you behind the scenes at concerts and we'll let you in on what fashions people are wearing to work, to play or to school.

And we'll tell you what's cooking in that from time to time we'll feature great recipes for fall or cold winter nights.

The Weekender will take a look each Friday at the good things in life here in the Heart of Huronia.

Look for it...coming to your door on Nov. 18.