

THE MORNING NEWS

SPRINGDALE ROGERS BENTONVILLE FAYETTEVILLE

You should have seen this photo! WOW!

TODAY IN SPORTS
LOCAL HIGH SCHOOL GAINS TOP NATIONAL RANKING

SECTION C

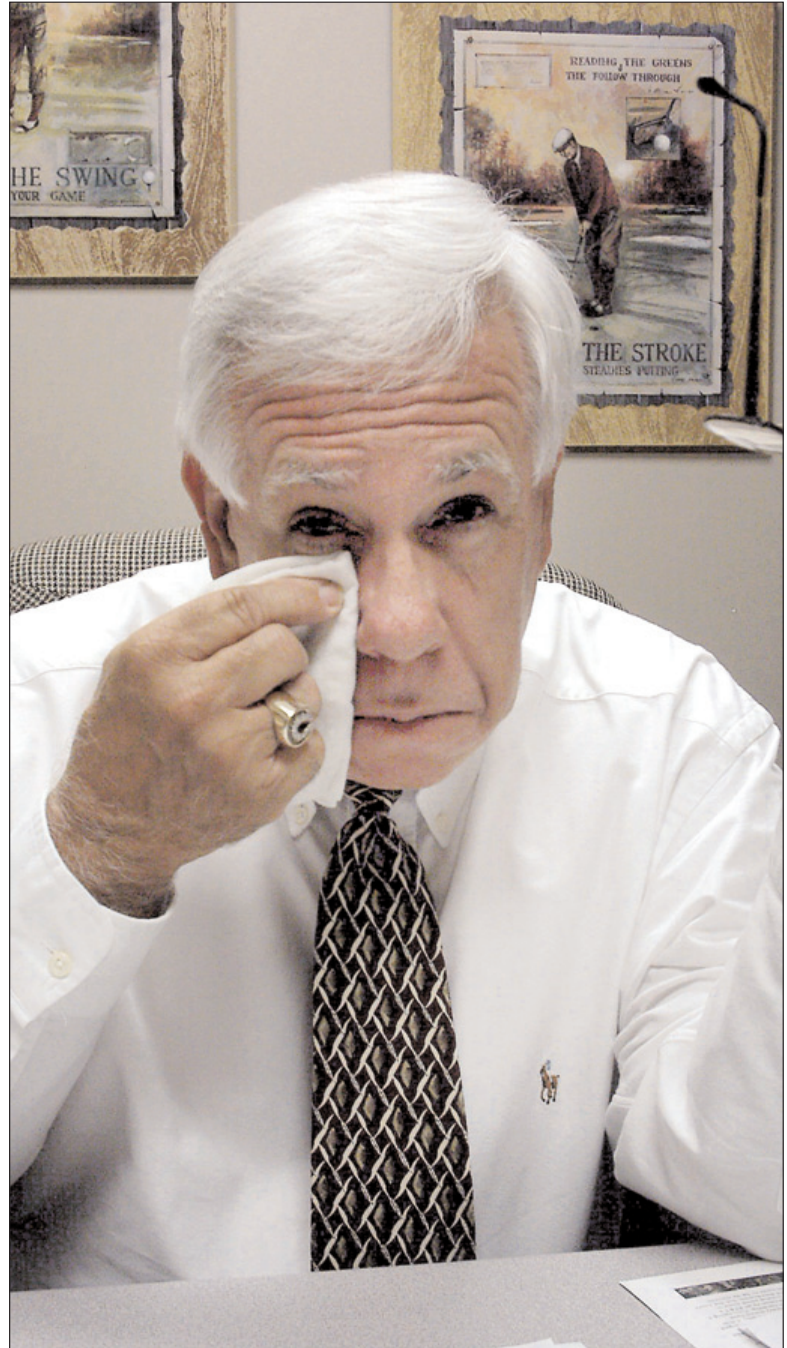
TODAY

\$7.95/Month

Subscriber Misses Out On Big News

FAILS TO RENEW SUBSCRIPTION

SAD DAY AT THE MORNING NEWS



L.M. SADDENED • THE MORNING NEWS
Lewis Floyd, Circulation Director for The Morning News, chokes back tears after learning that you have not renewed your subscription.

GETTING STARTED

IN THE NEWS



The Morning News subscription ended at this house today. The bare driveway left neighbors concerned and confused.

Police Investigate Disappearance

Northwest Arkansas- Police received a rash of calls pertaining to a driveway that appeared absent of The Morning News. A subscription lapse was eventually identified as the culprit.

FULL STORY, 4D

News Stories Disappear From Newspaper

SUBSCRIBER FACES NO NEWS TOMORROW AS SUBSCRIPTION ENDS



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THE MORNING NEWS

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WEB WATCH

GET ALL THE LATEST HEADLINES, 24 HOURS A DAY.

WWW.NWAONLINE.NET

WEATHER

77/63

BEAVER LAKE

1,1294 FEET



Subscribers Ponder Renewing

Dear Crabby: My subscription to The Morning News has recently expired, and I have not decided whether I want to renew. I like the newspaper, but I am trying to trim my budget and save some money. Am I doing the right thing by not renewing my subscription?
- **Trying to save a buck in NWA**



Crabigail from Van Buren

Dear Trying to Save: If you are trying to save money, your decision should be to RENEW your Morning News subscription! Look at the numbers. For the price of a one year subscription, you will get thousands of dollars worth of coupons. Not to mention all the money you save by using the classifieds and retail sale ads for local businesses that are in the paper daily. Have you seen the Classified Clipper? There is a FREE item in the top corner of the front page of Classifieds EVERY DAY! Talk about savings—that's 365 free items right there! If you are looking to save money, renew your subscription TODAY!

Dear Crabby: In the past, I had periods of poor delivery service with The Morning News. Now, that seems to be very rare, but I am still hesitant about renewing my subscription. Any thoughts?
-**Missed No More**
Dear No More: The Morning News has put an increased emphasis on their delivery service over the last year and a half. The result? Morning News delivery is now 99.985% error free! I say renew with confidence!
Dear Crabby: How come you always seem to know so much about everything?
-**Curious in NWA**
Dear Curious: I read The Morning News every day!

ARTS AWAY!

Without a subscription, you miss out on local events, entertainment, advertisements and savings.

You also miss out on NEWS THAT AFFECTS YOU!

ASTROLOGY

By Star Gazer
MILKY WAY SYNDICATE

Pisces (Feb.19-March 20)

Capricorn (Dec. 22- Jan.19)

Aries (March 21-April 19)

Aquarius (Jan. 20-Feb. 18)

Taurus (April 20-May 20)

Gemini (May 21-June 20)

Cancer (June 21-July 22)

Leo (July 23-Aug. 22)

Virgo (Aug. 23-Sept. 22)

Libra (Sept. 23-Oct. 22)

Scorpio (Oct. 23-Nov. 21)

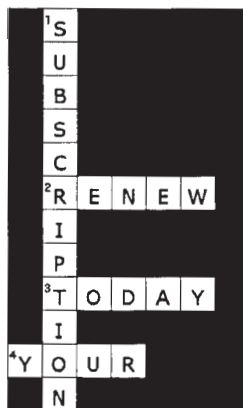
Sagittarius (Nov. 22-Dec. 21)

PUBLIC MEETINGS

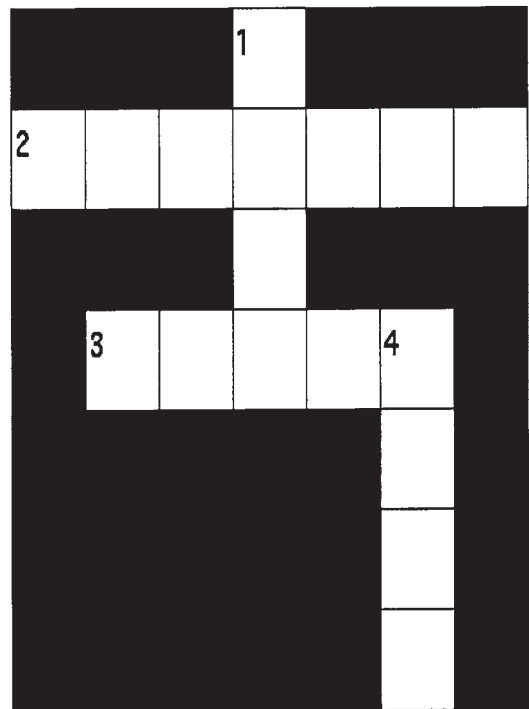
Don't miss out on what's going on in your area!

Renew your subscription today!

Solution Cost: \$7.95/mo



Yesterday's answer



Down

1. to cause to go
2. refers to something that belongs to you

Across

2. the act or process of renewing something
3. the day after yesterday

Meet Angela Fearnow

Morning News Customer Service Representative



"Hello, I'm Angela. I was born in Springfield, Missouri and I now live in Rogers with my daughter."

What do I do for you at The Morning News?

I resolve any issues with subscribers and nonsubscribers. I start new subscriptions, maintain current subscriptions. I also answer billing and expiration questions. I'm here to help you enjoy your Morning News subscription.

Northwest Arkansas' Largest Daily Newspaper

THE MORNING NEWS
SPRINGDALE ROGERS BENTONVILLE FAYETTEVILLE

CLASSIFIEDS

Have a happy...
Reserve your special day
TODAY!



Perfect for
saying...
happy
birthday!

CLASSIFIED

The value of your newspaper just increased. Simply clip the coupon below and redeem it at the advertisers location. The value exceeds the cost of today's paper making The Morning News virtually FREE to you!

Present this coupon for a

FREE

item or service
EVERY DAY from local
businesses! Valued **higher**
than the **cost of this**
newspaper!

Expires...

LOOK INSIDE FOR MORE LOCAL CLASSIFIED ADS THAN ANY OTHER SOURCE



Send your greeting message to over 80,000 readers each day. Your message will appear in full process color on the front page of Classifieds- one of the highest read sections of the paper. Limited to one "Have A Happy" per day- only \$60.00 prepaid. First come, first served.

101 AUTOMOBILES 250 SPECIAL NOTICES 310 BUSINESS & SERVICES 545 GENERAL HELP WANTED

Contact Classified

SPRINGDALE
Fax: 872-5018
Phone: 872-5010
2560 N Lowell Road
PO Box 7, 72765

ROGERS
Fax: 619- 2507
Phone: 619-2510
313 South 2nd Street
PO Box 718, 72757

FAYETTEVILLE
Fax: 444-7289
Phone: 444-6397
On the Corner of
College & Spring

BENTONVILLE
Fax: 273-3474
Phone: 273-7600
1004 N.W. 11th
72712

PLACE & PAY FOR
YOUR CLASSIFIED AD

ONLINE!



Don't lose your News!

Call 872-5020 or 619-2520
to renew today!

Or mail the
form below to:

The Morning News
PO Box 7
Springdale, AR 72765

Please restart my subscription for: 1 year - \$40 5 months - \$19.90!

Name: _____ Phone: _____

Address: _____ Apt #: _____

City: _____ State _____ Zip Code: _____

Circle One: Check Enclosed Visa Discover Mastercard American Express

Account No: _____ Expiration date: _____

Signature: _____ Date: _____

OFFICE USE ONLY
Source: CARRIER
Reason: BLANKPPR

TODAY

THE MORNING NEWS

SPORTS

SPORTS NEWS MISSING FROM YOUR LIFE? PAGE 2C

EX-SUBSCRIBER MISSES CHAMPIONSHIP NEWS PAGE 4C

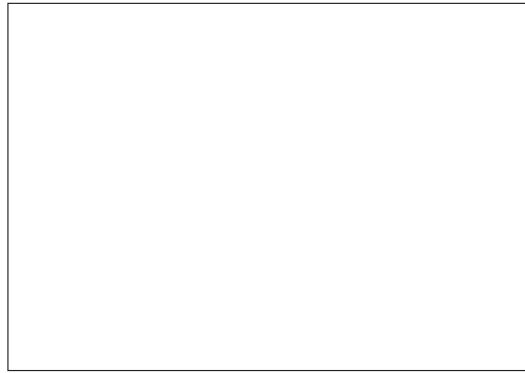
ANOTHER AWARD WON BY MORNING NEWS SPORTS PAGE 5C



Digger Calhoun
COMMENTARY

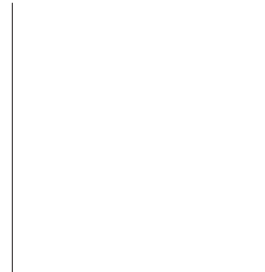
Local Golfer Achieves Perfection

SCORE OF 18 SETS
COURSE RECORD



Hogs Invited To Play In Pro League

THEY ARE BETTER THAN MOST OF THE PRO
TEAMS, CITES LEAGUE



Arkansas Signs 8' 6", 435 lb Athlete

COACH GUARANTEES TITLES 'FOR MANY YEARS'

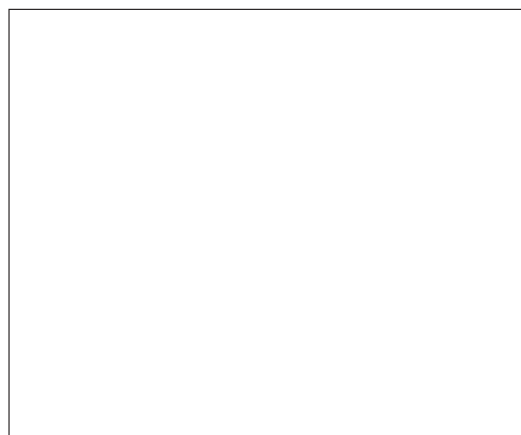


Gladys Hogwater
UA RECRUITING REPORT

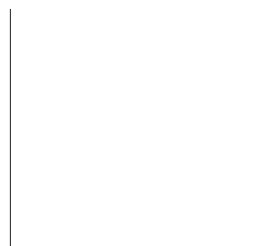
ON THE LINKS

Local High School Gains Top National Ranking

CONTACT US



ON THE LANES



TOMORROW
XXXXXXXXXX

SCORELINE

To report local scores or stories, contact [Sports Editor Chip Souza](#).
In Northwest Arkansas, dial 872-5131. Long-distance, dial (888) 692-1222.
E-mail: csouza@mwaonline.net. Deadline for call-in scores is 10:30 p.m.



WEB WATCH

Wonder how the fish are biting? Check out Flip Putthoff's Fishing Report:

www.outdoorarkansas.com