

AUG 24 1993

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25733 DIANE HERNDEN
MONSANTO CO
800 NORTH LANDBERGH BLVD
ST. LOUIS MO 63167

TITLE: INGENIOUS IDEAS DEPT
NAPS REP: JIM BROSSEAU
SERVICE COORD: MICHAEL NEELMAN

LEAD WORDS: PARTS OF THE ILLINOI

SUMMARY: THE USE OF TIRES AS FUEL IS ESPECIALLY SIGNIFICANT FOR MONSANTO COMPANY. THE RUBBER AND PROCESS
CHEMICAL DIVISION OF MONSANTO IS A MAJOR SUPPLIER TO THE TIRE INDUSTRY.

CLIPPINGS RECEIVED AND INPUT BY: 08/12/93

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RANK	MARKET	STATE	NEWSPAPER	CITY	DATE	CIRCULATION	READERS
1	NEW YORK, NY	NJ	TOWN NEWS	BERGENFIELD	05/19/93	8,800	35,200
1	NEW YORK, NY	NJ	SURBURBAN NEWS	MAHWAH	03/10/93	14,300	57,200
1	NEW YORK, NY	NJ	ALLEDALE SUBURBAN L	PARAMUS	03/10/93	8,800	35,200
1	NEW YORK, NY	NJ	BERGENFIELD TOWN NEW	PARAMUS	05/19/93	46,798	187,192
1	NEW YORK, NY	NJ	DUMONT TOWN NEWS	PARAMUS	05/19/93	8,800	35,200
1	NEW YORK, NY	NJ	FRANKLIN LAKES SUBUR	PARAMUS	03/10/93	8,800	35,200
1	NEW YORK, NY	NJ	GLEN RIDGE SUBURBAN	PARAMUS	03/10/93	8,800	35,200
1	NEW YORK, NY	NJ	HO-HO-KUS SUBURBAN L	PARAMUS	03/10/93	8,800	35,200
1	NEW YORK, NY	NJ	MAHWAH SUBURBAN LIFE	PARAMUS	03/10/93	8,800	35,200
1	NEW YORK, NY	NJ	MIDLAND PARK SUBURAB	PARAMUS	03/10/93	8,800	35,200
1	NEW YORK, NY	NJ	NEW MILFORD TOWN NEW	PARAMUS	05/19/93	8,800	35,200
1	NEW YORK, NY	NJ	OAKLAND SUBURBAN LIF	PARAMUS	03/10/93	8,800	35,200
1	NEW YORK, NY	NJ	RAMSEY SUBURBAN LIFE	PARAMUS	03/10/93	8,800	35,200
1	NEW YORK, NY	NJ	RIDGEWOOD SUBURBAN L	PARAMUS	03/10/93	8,800	35,200
1	NEW YORK, NY	NJ	RINGWOOD SUBURBAN LI	PARAMUS	03/10/93	8,800	35,200
1	NEW YORK, NY	NJ	SADDLE RIVER SUBURBA	PARAMUS	03/10/93	8,800	35,200
1	NEW YORK, NY	NJ	SUBURBAN NEWS	PARAMUS	05/19/93	207,000	828,000
1	NEW YORK, NY	NJ	SUBURBAN NEWS-ZONE 1	PARAMUS	03/10/93	40,694	162,776
1	NEW YORK, NY	NJ	SUBURBAN NEWS-ZONE 2	PARAMUS	05/19/93	40,694	162,776
1	NEW YORK, NY	NJ	SUBURBAN NEWS-ZONE 3	PARAMUS	05/19/93	40,694	162,776
1	NEW YORK, NY	NJ	SUBURBAN NEWS-ZONE 8	PARAMUS	03/10/93	8,800	35,200
1	NEW YORK, NY	NJ	THE SUBURBAN NEWS	PARAMUS	05/19/93	62,505	250,020
1	NEW YORK, NY	NJ	TOWN NEWS	PARAMUS	05/19/93	115,113	460,452
1	NEW YORK, NY	NJ	UPPER SADDLE RIVER L	PARAMUS	03/10/93	8,800	35,200
1	NEW YORK, NY	NJ	WALOWYCK SUBURBAN LI	PARAMUS	03/10/93	8,800	35,200
1	NEW YORK, NY	NJ	SUBURBAN NEWS	RIDGEWOOD	05/19/93	12,100	48,400
1	NEW YORK, NY	NJ	SUBURBAN NEWS	WAYNE	05/19/93	6,450	25,800

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RANK	MARKET	STATE	NEWSPAPER	CITY	DATE	CIRCULATION	READERS
1	NEW YORK, NY	NJ	SUBURBAN NEWS	WESTFIELD	09/30/92	108,709	434,836
1	NEW YORK, NY	NY	MARKETEER PUBS	BROOKLYN	02/13/93	575,000	2,300,000
1	NEW YORK, NY	NY	MARKETEER-BORO PARK	BROOKLYN	01/30/93	8,800	35,200
1	NEW YORK, NY	NY	WYCKOFF SURBAN LIFE	PARAMUS	03/10/93	8,800	35,200
2	LOS ANGELES, CA	CA	NEWS OBSERVER	BAKERSFIELD	11/27/92	18,000	72,000
2	LOS ANGELES, CA	CA	MOBILE HOME NEWS	GARDEN GROVE	09/30/92	25,300	101,200
2	LOS ANGELES, CA	CA	LA BAY NEWS OBSERVER	INGLEWOOD	11/27/92	49,450	197,800
2	LOS ANGELES, CA	CA	DESERT MAILER	LANCASTER	10/13/92	124,200	496,800
2	LOS ANGELES, CA	CA	NORCO NEWS	NORCO	11/12/92	4,600	18,400
2	LOS ANGELES, CA	CA	Star-Free Press	Ventura	10/28/92	49,877	199,508
3	CHICAGO, IL	IL	CHATHAM SOUTHEAST CI	CHICAGO	12/03/92	30,624	122,496
3	CHICAGO, IL	IL	CHATHAM SOUTHEAST CI	CHICAGO	12/06/92	30,624	122,496
3	CHICAGO, IL	IL	SOUTH END CITIZEN	CHICAGO	12/03/92	32,631	130,524
3	CHICAGO, IL	IL	SOUTH END CITIZEN	CHICAGO	12/06/92	32,631	130,524
3	CHICAGO, IL	IL	SOUTH SUBURBAN CITIZ	CHICAGO	12/03/92	18,500	74,000
3	CHICAGO, IL	IL	AUCTIONEER CHANT	CISSNA PARK	10/01/92	57,500	230,000
3	CHICAGO, IL	IL	WESTSIDE JOURNAL	ROCKFORD	10/13/92	2,000	8,000
3	CHICAGO, IL	IL	WESTSIDE JOURNAL	ROCKFORD	10/14/92	2,000	8,000
3	CHICAGO, IL	IN	SOUTHLAKE REGISTER	CROWN POINT	10/25/92	2,700	10,800
3	CHICAGO, IL	IN	INDIANA CITY PRESS	EAST CHICAGO	10/09/92	1,070	4,280
3	CHICAGO, IL	IN	HEBRON ADVERTISER	HEBRON	11/02/92	16,675	66,700
3	CHICAGO, IL	IN	ADVERTISER	LOWELL	10/14/92	4,150	16,600
3	CHICAGO, IL	IN	SOUTHLAKE REGISTER	LOWELL	10/25/92	8,800	35,200
5	SAN FRANCISCO, CA	CA	BRENTWOOD NEWS	BRENTWOOD	10/20/92	4,287	17,148
6	BOSTON, MA	MA	NASHOBA PUBLICATIONS	AYER	10/14/92	6,670	26,680
6	BOSTON, MA	MA	PUBLIC SPIRIT	AYER	10/14/92	15,640	62,560
6	BOSTON, MA	MA	TIMES FREE PRESS	AYER	10/14/92	8,800	35,200
6	BOSTON, MA	MA	DAILY NEWS-MERCURY	MALDEN	11/02/92	17,923	71,692
6	BOSTON, MA	MA	DAILY NEWS-MERCURY	MALDEN	11/06/92	17,923	71,692
6	BOSTON, MA	MA	SOUTH SHORE NEWS	ROCKLAND	10/19/92	86,888	347,552
8	DETROIT, MI	MI	NE DETROITER HARPER	DETROIT	11/12/92	13,000	52,000
8	DETROIT, MI	MI	NE DETROITER HARPER	DETROIT	11/19/92	13,000	52,000
8	DETROIT, MI	MI	ST. CLAIR SHORES HER	DETROIT	11/12/92	4,831	19,324
10	HOUSTON, TX	TX	NEWSPAPER (BELLAIRE-	BELLAIRE	10/28/92	8,800	35,200
10	HOUSTON, TX	TX	NEWSPAPER (WEST UNIV	BELLAIRE	10/28/92	20,000	80,000
10	HOUSTON, TX	TX	THE NEWSPAPER	BELLARIE	10/28/92	8,800	35,200
11	CLEVELAND, OH	OH	WEEKLY MAIL JOURNAL-	CHARDON	10/28/92	21,000	84,000
11	CLEVELAND, OH	OH	CALL AND POST	CLEVELAND	02/11/93	49,775	199,100
11	CLEVELAND, OH	OH	COMMUNITY NEWS	NORTH CANTON	10/29/92	6,500	26,000
11	CLEVELAND, OH	OH	SUN	NORTH CANTON	10/14/92	13,800	55,200
12	ATLANTA, GA	GA	ATLANTA DAILY WORLD	ATLANTA	11/10/92	25,300	101,200
12	ATLANTA, GA	GA	AUC DIGEST	ATLANTA	11/02/92	15,000	60,000
12	ATLANTA, GA	GA	CONER NEWS	CONER	11/05/92	1,676	6,704
12	ATLANTA, GA	GA	DANIELSVILLE MONITOR	DANIELSVILLE	11/06/92	1,920	7,680
13	MINNEAPOLIS, MN	MN	PINE CONE PRESS	LONGVILLE	12/08/92	7,590	30,360
17	PITTSBURGH, PA	PA	COUNTRY CLASSIFIEDS	CABOT	12/07/92	10,000	40,000
17	PITTSBURGH, PA	PA	COUNTRY CLASSIFIEDS	CABOT	12/20/92	10,000	40,000

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RANK	MARKET	STATE	NEWSPAPER	CITY	DATE	CIRCULATION	READERS
17	PITTSBURGH, PA	PA	LATROBE BULLETIN	LATROBE	10/27/92	13,800	55,200
20	PHOENIX, AZ	AZ	WHITE MOUNTAIN PUBLI	SHOW LOW	10/24/92	21,850	87,400
21	SACRAMENTO, CA	CA	ADVERTISER	ESCALON	10/21/92	8,800	35,200
21	SACRAMENTO, CA	CA	ADVERTISER	ESCALON	10/28/92	8,800	35,200
21	SACRAMENTO, CA	CA	RABBIT CREEK JOURNAL	CLIPPER MILLS	10/07/92	2,875	11,500
21	SACRAMENTO, CA	CA	OAKDALE ADVERTISER	OAKDALE	10/14/92	12,650	50,600
24	SAN DIEGO, CA	CA	SAN DIEGO COMMERCE	SAN DIEGO	11/13/92	5,060	20,240
25	ORLANDO, FL	FL	DELAND PENNYSAYER	DELAND	04/28/93	4,140	16,560
27	PORTLAND, OR	OR	ADVERTISER	SALEM	11/13/92	8,800	35,200
28	MILWAUKEE, WI	WI	BURLINGTON STANDARD	BURLINGTON	02/17/93	15,720	62,880
28	MILWAUKEE, WI	WI	BURLINGTON STANDARD	BURLINGTON	10/28/92	15,720	62,880
28	MILWAUKEE, WI	WI	DELANE ENTERPRISE	DELANE	02/17/93	5,175	20,700
28	MILWAUKEE, WI	WI	DELANE ENTERPRISE	DELANE	10/28/92	5,175	20,700
28	MILWAUKEE, WI	WI	LEISURE SECTION	DELANE	02/17/93	34,500	138,000
28	MILWAUKEE, WI	WI	LEISURE SECTION	DELANE	10/28/92	34,500	138,000
28	MILWAUKEE, WI	WI	PEACH SECTION	DELANE	02/17/93	34,500	138,000
28	MILWAUKEE, WI	WI	EAST TROY NEWS	EAST TROY	02/17/93	3,070	12,280
28	MILWAUKEE, WI	WI	ELKHORN INDEPENDENT	ELKHORN	02/17/93	6,000	24,000
28	MILWAUKEE, WI	WI	ELKHORN INDEPENDENT	ELKHORN	02/18/93	6,000	24,000
28	MILWAUKEE, WI	WI	ELKHORN INDEPENDENT	ELKHORN	10/29/92	6,000	24,000
28	MILWAUKEE, WI	WI	LAKE GENEVA REGIONAL	LAKE GENEVA	02/17/93	8,050	32,200
28	MILWAUKEE, WI	WI	LAKE GENEVA REGIONAL	LAKE GENEVA	02/18/93	8,050	32,200
28	MILWAUKEE, WI	WI	LAKE GENEVA REGIONAL	LAKE GENEVA	10/29/92	8,050	32,200
28	MILWAUKEE, WI	WI	NEW HOLSTEIN AREA SH	NEW HOLSTEIN	11/03/92	2,576	10,304
28	MILWAUKEE, WI	WI	TIMES	WALWORTH	02/17/93	3,842	15,368
28	MILWAUKEE, WI	WI	WHITEWATER REGISTER	WHITEWATER	02/17/93	10,120	40,480
28	MILWAUKEE, WI	WI	WHITEWATER REGISTER	WHITEWATER	02/18/93	10,120	40,480
28	MILWAUKEE, WI	WI	WHITEWATER REGISTER	WHITEWATER	10/29/92	10,120	40,480
28	MILWAUKEE, WI	WI	BAY TIMES	WILLIAMS BAY	02/17/93	10,000	40,000
29	KANSAS CITY, MO	MO	CONSTITUTION-TRIBUNE	CHILLICOTHE	09/23/92	18,763	75,052
29	KANSAS CITY, MO	MO	CONSTITUTION-TRIBUNE	CHILLICOTHE	10/14/92	18,763	75,052
29	KANSAS CITY, MO	MO	CONSTITUTION-TRIBUNE	CHILLICOTHE	10/21/92	18,763	75,052
29	KANSAS CITY, MO	MO	BENTON CO ENTERPRISE	WARSAW	12/24/92	5,200	20,800
30	CINCINNATI, OH	OH	COUNTY SHOPPER	HILLSBORO	11/02/92	24,000	96,000
30	CINCINNATI, OH	OH	SABINA ADVERTISER	SABINA	10/12/92	8,800	35,200
31	CHARLOTTE, NC	NC	IREDELL COUNTY NEWS	STATESVILLE	10/29/92	6,000	24,000
31	CHARLOTTE, NC	NC	IREDELL COUNTY NEWS	STATESVILLE	11/05/92	5,750	23,000
32	NASHVILLE, TN	TN	BARGAIN BROWSER	WHITE HOUSE	11/17/92	23,000	92,000
33	RALEIGH-DURHAM, NC	NC	CAROLINIAN	RALEIGH	10/15/92	20,355	81,420
36	NEW ORLEANS, LA	LA	KENTWOOD NEWS	KENTWOOD	02/04/93	2,645	10,580
37	GRAND RAPIDS, MI	MI	SHOPPERS GUIDE	THREE RIVERS	03/14/93	27,025	108,100
37	GRAND RAPIDS, MI	MI	SHOPPERS GUIDE	THREE RIVERS	04/11/93	27,025	108,100
39	MEMPHIS, TN	MS	SOUTHERN ADVOCATE	ASHLAND	10/29/92	1,639	6,556
43	SAN ANTONIO, TX	TX	DEWITT COUNTY VIEW	YORKTOWN	01/06/93	2,990	11,960
45	HARRISBURG, PA	PA	ECHO PILOT	GREENCASTLE	10/28/92	3,500	14,000
46	LOUISVILLE, KY	IN	WORTHINGTON TIMES	WORTHINGTON	11/05/92	1,446	5,784
48	CHARLESTON, WV	WV	PUTNAM DEMOCRAT	WINFIELD	06/03/93	2,875	11,500

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RANK	MARKET	STATE	NEWSPAPER	CITY	DATE	CIRCULATION	READERS
53	ALBANY, NY	NY	MY SHOPPER	COBLESKILL	06/14/93	19,550	78,200
53	ALBANY, NY	NY	PENNSAVER	MECHANICVILLE	11/17/92	57,500	230,000
54	WILKES BARRE, PA	PA	FLYER	TROUT RUN	09/24/92	11,500	46,000
54	WILKES BARRE, PA	PA	FLYER	TROUT RUN	10/08/92	11,500	46,000
56	JACKSONVILLE, FL	FL	GOLDEN YEARS NEWS	JACKSONVILLE	10/01/92	6,900	27,600
56	JACKSONVILLE, FL	FL	GOLDEN YEARS NEWS	JACKSONVILLE	11/01/92	6,900	27,600
57	LITTLE ROCK, AR	AR	OUR NEIGHBORHOOD	LITTLE ROCK	10/07/92	4,600	18,400
58	TULSA, OK	OK	GROVE SUN	GROVE	10/11/92	6,244	24,976
59	FLINT, MI	MI	NORTHEASTERN SHOPPER	TOWAS CITY	10/04/92	46,290	185,160
59	FLINT, MI	MI	NORTHEASTERN SHOPPER	TOWAS CITY	10/11/92	46,290	185,160
62	FRESNO, CA	CA	HERALD ADVERTISER	SANGER	02/24/93	15,755	63,020
64	KNOXVILLE, TN	TN	ADVANCE SENTINEL	JELICO	12/02/92	1,352	5,408
64	KNOXVILLE, TN	TN	SMOKEY MOUNTAIN TRAD	TALBOTT	05/11/93	43,700	174,800
66	DES MOINES, IA	IA	CARROLL TODAY	CARROLL	09/22/92	5,280	21,120
66	DES MOINES, IA	IA	DENISON BULLETIN AND	DENISON	09/22/92	5,667	22,668
67	GREEN BAY, WI	WI	TRI-COUNTY ADVERTISE	WAUPACA	10/20/92	19,550	78,200
68	SYRACUSE, NY	NY	CAYUGA COUNTY PENNYS	AUBURN	10/13/92	29,034	116,136
73	OMAHA, NE	IA	SHOPPERS BULLETIN	COUNCIL BLUFFS	10/13/92	30,820	123,280
73	OMAHA, NE	IA	TODAY'S ACTION	SHENANDOAH	09/22/92	69,000	276,000
73	OMAHA, NE	NE	TRI-STATE WEEKLY TIM	NEBRASKA CITY	09/28/92	13,800	55,200
75	SPRINGFIELD, IL	IL	ANTIQUES & CRAFTS MO	ROCHESTER	01/01/93	11,500	46,000
76	PADUCAH, KY	IL	MARION DAILY REPUBLI	MARION	10/13/92	5,175	20,700
76	PADUCAH, KY	IL	MURPHYSBORO AMERICAN	MURPHYSBORO	11/09/92	12,765	51,060
78	DAVENPORT, IA	IL	BUSINESS NEWS	MACOMB	11/18/92	16,325	65,300
80	HUNTSVILLE, AL	AL	HUNTSVILLE TV STAR	HUNTSVILLE	10/17/92	8,800	35,200
81	CEDAR RAPIDS, IA	IA	LAMONT LEADER	LAMONT	01/07/93	1,093	4,372
81	CEDAR RAPIDS, IA	IA	SHOPPERS GUIDE	WASHINGTON	11/03/92	14,996	59,984
82	COLUMBIA, SC	SC	ADVERTIZER-HERALD	BAMBERG	10/15/92	5,003	20,012
83	SPRINGFIELD, MO	MO	CUBA FREE PRESS	CUBA	11/12/92	4,485	17,940
83	SPRINGFIELD, MO	MO	MOUNTAIN VIEW STAND	MOUNTAIN VIEW	03/17/93	9,775	39,100
83	SPRINGFIELD, MO	MO	STAR	STEELVILLE	10/21/92	3,967	15,868
83	SPRINGFIELD, MO	MO	STAR	STEELVILLE	11/11/92	3,967	15,868
85	SOUTH BEND, IN	IN	FARM AND HOME NEWS	NAPPANEE	12/02/92	28,750	115,000
86	JACKSON, MS	MS	HINDS COUNTY GAZETTE	RAYMOND	12/17/92	1,955	7,820
87	BRISTOL, VA	KY	HAZARD TIMES	HAZARD	10/02/92	2,498	9,992
88	JOHNSTOWN, PA	PA	SHOP RIGHT II	RIDGEWAY	10/26/92	17,280	69,120
88	JOHNSTOWN, PA	PA	SHOP-RIGHT	RIDGWAY	10/26/92	35,842	143,368
90	MADISON, WI	WI	SHARON REPORTER	SHARON	02/17/93	1,035	4,140
90	MADISON, WI	WI	SHARON REPORTER	SHARON	11/28/92	1,035	4,140
92	BURLINGTON, VT	VT	WVMT HOLIDAY TIMES	BURLINGTON	12/01/92	8,800	35,200
93	EVANSVILLE, IN	IN	ADVERTISER	JASPER	11/05/92	17,250	69,000
93	EVANSVILLE, IN	IN	ADVERTISER	JASPER	11/19/92	17,250	69,000
99	COLORADO SPRINGS, CO	CO	LAMAR TRI STATE TRAD	LAMAR	10/29/92	19,550	78,200
100	SIOUX FALLS, SD	SD	VALLEY SHOPPER	MILBANK	09/28/92	80,500	322,000
100	SIOUX FALLS, SD	SD	SOUTH SHORE GAZETTE	SOUTH SHORE	01/07/93	598	2,392
104	EL PASO, TX	TX	FLYER NEWS	EL PASO	11/11/92	8,800	35,200
105	GREENVILLE, NC	NC	ROTOVUE	JACKSONVILLE	11/12/92	8,800	35,200

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25733: MONSANTO CO
LEAD WORDS: PARTS OF THE ILLINOI

TITLE: INGENIOUS IDEAS DEPT

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RANK	MARKET	STATE	NEWSPAPER	CITY	DATE	CIRCULATION	READERS
115	FORT SMITH, AR	AR	RECORD	DANVILLE	12/30/92	5,003	20,012
116	TALLAHASSEE, FL	GA	ATKINSON COUNTY CITI	PEARSON	10/15/92	2,300	9,200
118	AMARILLO, TX	OK	DAILY HERALD	GUYMON	02/25/93	4,376	17,504
118	AMARILLO, TX	OK	DAILY HERALD	GUYMON	10/13/92	4,376	17,504
122	CORPUS CHRISTI, TX	TX	FREER PRESS	FREER	12/16/92	1,380	5,520
124	TYLER, TX	TX	MERCHANDISER	CENTER	10/06/92	9,200	36,800
124	TYLER, TX	TX	GROVETON NEWS	GROVETON	12/10/92	2,271	9,084
127	LA CROSSE, WI	WI	ELNWOOD ARGUS	ELNWOOD	02/24/93	1,150	4,600
129	COLUMBUS, MS	MS	CHICKASAW TRADER	HOULKA	10/09/92	8,800	35,200
138	SIOUX CITY, IA	IA	ONAWA SENTINEL	ONAWA	09/24/92	2,760	11,040
142	BAKERSFIELD, CA	CA	BAY NEWS OBSERVER-SA	BAKERSFIELD	11/27/92	11,845	47,380
142	BAKERSFIELD, CA	CA	LA BAY NEWS OBSERVER	BAKERSFIELD	11/27/92	20,700	82,800
159	UTICA, NY	NY	PENNYSAVER	RICHFIELD SPRINGS	06/28/93	16,100	64,400
181	JACKSON, TN	TN	LEXINGTON PROGRESS	LEXINGTON	10/21/92	9,545	38,180
189	CHEYENNE, WY	WY	ADVISER	LARAMIE	11/18/92	8,000	32,000
191	LAFAYETTE, IN	IN	NEWS REMINDER	MONTICELLO	01/05/93	23,575	94,300
195	CHARLOTTESVILLE,	VA	BULLETIN	CROZET	09/30/92	4,140	16,560
203	OTTUMWA, IA	MO	MARKETPLACE	KIRKSVILLE	10/04/92	5,000	20,000
203	OTTUMWA, IA	MO	MARKETPLACE	KIRKSVILLE	10/11/92	5,000	20,000
TOTALS:		187 CLIPS SO FAR				3,824,861	15,299,444

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