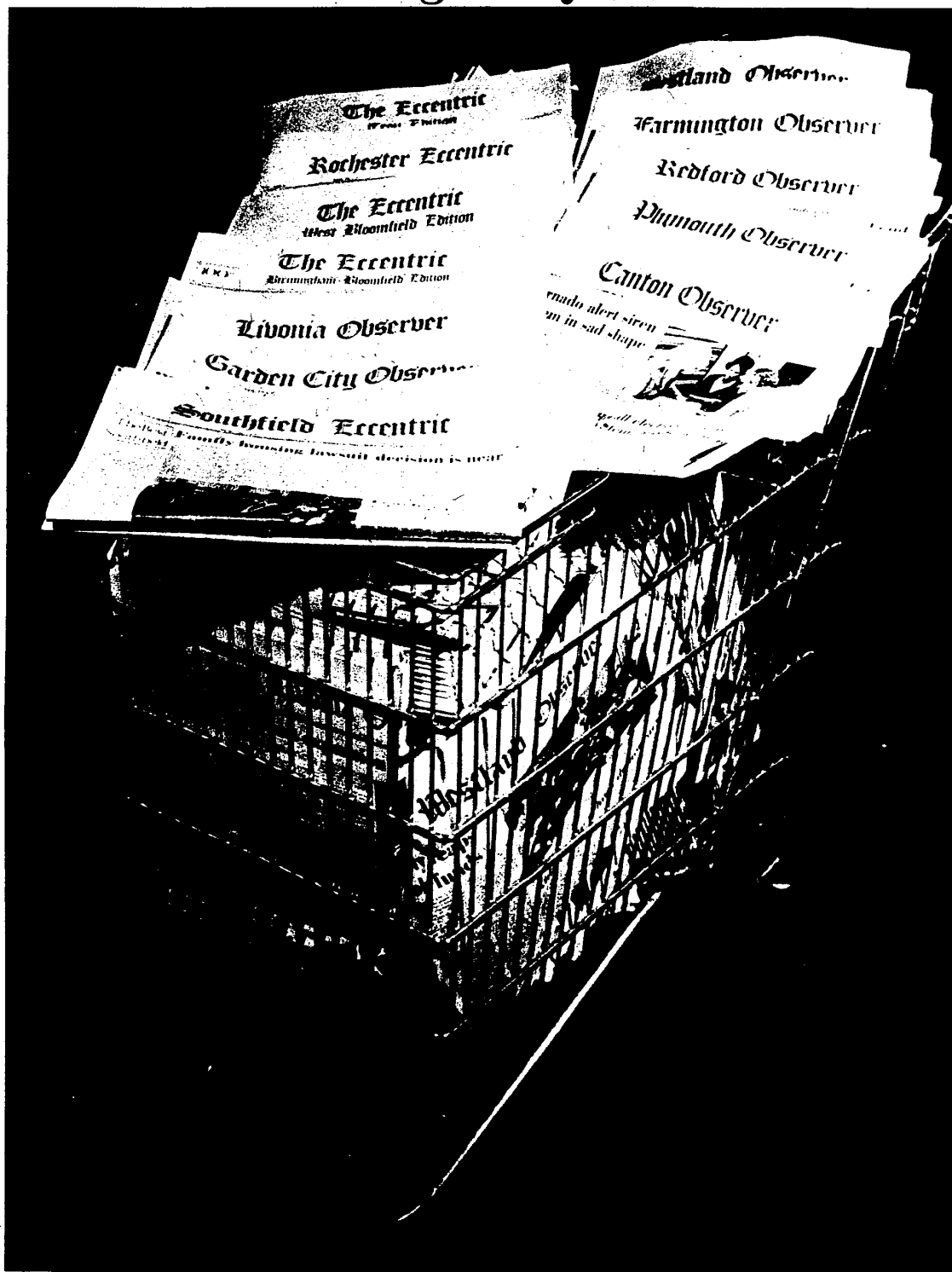


When we say "super market"—we don't mean the local grocery store



We mean the super, rich, growing market area that you can corner with consistent advertising in The Observer & Eccentric newspapers. We mean more than 150,000 homes and the people who live in them who need what you have to sell. Your shelves and showrooms are stocked with merchandise that we can help you move. Think about it.

What is the fastest way to saturate 402 square miles of prime market area without licking a lot of expensive postage stamps? Or being 'licked' by the high cost of printing? How can you get your message to an enormous number of people twice each week while they enjoy news about what's happening in their hometowns? Newspaper advertising is the obvious answer. Observer & Eccentric newspaper advertising.

Your ad will roll off our press and into the homes of more than 480,000 people who live in Birmingham, Bloomfield, West Bloomfield, Canton, Farmington, Garden City, Livonia, Plymouth, Redford, Rochester, Southfield, Troy and Westland.

FOR ONE-STOP SHOPPING, YOU CAN'T BEAT OUR SUPERMARKET!

The
Observer & Eccentric
Newspapers