



69% of
area
suburbanites
who regularly go
on weekend trips
read the
Observer & Eccentric
Newspapers...

Ward Edwards



1265 US 31 Shore Drive
Traverse City, Michigan 49684
Phone—Lodging (616) 947-4010 • Dining 947-5493
NOW "THE BEST OF BOTH WORLDS"

June 26, 1979

Mr. Angus McKellar
National Advertising Representative
The Observer & Eccentric Newspapers
1225 Bowers Street
Birmingham, Michigan 48012

Dear Mr. McKellar:

The response to our "SPRING GETAWAY WEEK-END" ads
in your Observer & Eccentric Newspapers was beyond
our wildest expectations!

Many of your subscribers have developed into some
of our most valued clients. You delivered when we
needed you.

Thanks for a job well done.

Sincerely,

Ward Edwards
General Manager

A Magnificent View of East Bay From Every Room and Table



...and that makes people like
Ward Edwards very happy.