

# He Does Better on Tuesday Because of What We Do on Monday



From left: Roy Callan, Darlene, Vince, Nellie, Kathy, Harry and Lori

Photo by Art Emanuele

It's really terrific when we hear positive things about our papers; especially when we offer our readers and advertisers something new.

In this case the positive comments come from Roy Callan, owner of Westland Meats, Inc. and the something new he likes a lot is our colorful new food section, "Shopping Cart."

Here's what Roy told us:

"After considerable frustration, great expense, and limited results from advertising in a large Detroit metropolitan paper, we hadn't planned to pursue promotions any further.

"Then, an Observer & Eccentric (advertising) representative contacted us with an approach to local appeal, reduced cost and more effective circulation. As a result of our Monday ads, our Tuesday sales **increased 40%**; a welcome boost to a traditionally slow retail day.

"Our Thursday ad really excited customers about our weekend homemade sausage specials and competitive prices on our high quality Western beef.

**"The last month has shown even more results with the introduction of the Observer & Eccentric's Monday Shopping Cart section.**

"This new section that helps to better inform consumers has also helped us at Westland Meats. It puts Westland Meats where the informed shopper can easily find us."

Roy Callan has discovered that we deliver Michigan's prime food market in our Shopping Cart.

We're glad he did.

  
**Shopping  
Cart**