



Photo by Gary Caskey

ONCE
UPON
A
TIME...

THERE
WAS
A CART
FULL
OF
COUPONS

What do George Gomolak and Stephanie Fill have in common? Obviously neither one wanted their picture taken because George, who manages Stan's Discount Produce in Livonia, is nowhere to be seen and Stephanie, who is too tiny to argue, sought refuge in her "security pillow."

Stephane's Mom likes fresh produce and George sells it. Fresh lettuce, crisp cucumbers (Stephane's favorite) and sweet corn that's picked daily. He sells all this and more by advertising in the newspaper you hold in your hands. Your hometown newspaper.

"We've always used it, we like it, it works. We don't cheat and give out coupons in the store," said George, a tall exuberant man. He corralled a clerk to confirm his claim, "Do we Rosemary?" Rosemary shot back an emphatic "No!"

They may not give out coupons in the store, but when George put one in his ad on Monday, July 24 he got more than 600 of them back!

That means more than 600 people who saw Stan's Discount Produce ad in the Monday edition of their hometown newspapers ripped, tore, or cut out the coupon and brought it in.

So, if you're in business and want the kind of traffic George is used to every day, your hometown newspaper can do the job for you. Take it from a camera-shy guy who knows his produce and knows where to advertise it. Or ask Rosemary. Or Stephanie.

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YOUR HOMETOWN NEWSPAPER