



**Don't  
Come  
This  
Close...  
*and blow it!***

If you're a retail business person in Wayne or Oakland County and haven't reserved space in our special PGA section yet, you're just inches away from blowing the greatest advertising opportunity the summer of '79 has to offer.

PGA will be an exciting, well-read section—one that your ad should appear in. If you're an Oakland County retailer, the action is right in your backyard—it's a natural!

If you do business in Wayne County, remember this: 71% of the golfers in our circulation area are regular Observer & Eccentric readers.

So this section is going to be read no matter how far away from the actual event you happen to be.

We're going to publish PGA on Monday, July 30—the championship runs through August 5th.

You'll have to look a long way to find a better spot to advertise your summer merchandise—so hurry! Space is going fast and the deadline for copy is Friday, July 13th.

Call your Observer or Eccentric ad rep at one of the numbers below. Today!

**The  
Observer & Eccentric  
Newspapers**

**BIRMINGHAM  
644-1100**

**LIVONIA  
591-2300**