

HOW SWEET IT IS!

When Entenmanns, a New York based bakery opened thrift outlets in the Detroit area, they took us up on a sweet deal—the opportunity of reaching more of their potential customers in our own hometowns than either of the big dailies.

They in turn offered our customers a really sweet coupon deal and then the fun began. You can see by the photos the flood of coupons that our readers brought in. John Klausing and Dale Hochstetler were all smiles when they saw how many bags had accumulated.

This is an example of the kind of response that our newspaper provides. Put a good product that people want, at a good price into our advertising pages and you can have a sweet deal of your own. Add a really good coupon deal and you can measure your success just as Entenmanns did.

Contact one of our advertising representatives in Livonia or in Birmingham and smile a really sweet smile.

Livonia 591-2300
Birmingham 644-1100



Jack Klausing, Dale Hochstetler and Jamie Entenmann

Photos by Art Emanuele

Jack Klausing and Dale Hochstetler



Entenmanns
Bakery Fresh
Great Taste