

We didn't have to twist her arm

...just
reach her
customers.



OBSERVER NEWSPAPERS

Livonia Observer/Farmington Enterprise & Observer
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... Jean Herren

Jean's bel-aire beauty shop

Jean Herren opened Jean's Bel-Aire Beauty Shop with one operator and began a consistent program of advertising in the Farmington Enterprise & Observer. Did her advertising work? We think it did. That was over 23 years ago and in that time, to quote Jean, "our shop . . . has since grown to proportions beyond our fondest

expectations. We now have ten beauticians and looking for more."

How much did the Farmington Enterprise & Observer help? Jean says, "We attribute much of our success to consistent advertising and the use of coupons in our advertisements which are returned to us in great volume." All Jean needed from the Farmington Enterprise & Observer was customers . . . we delivered 23 years worth.