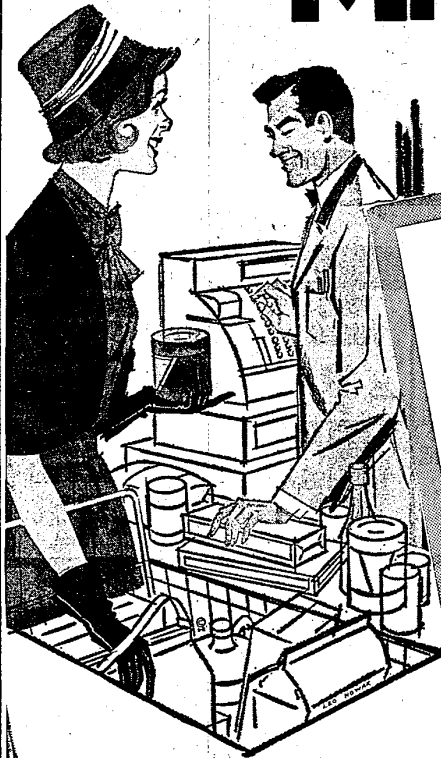


# Mr. Retailer:



## You Probably Missed A Sale Today!

A buying decision was made . . . but a competitor got the business. Perhaps it wasn't your fault. Many factors influence buying decisions. And you can't do ALL the business.

BUT . . .

Some retailers seem to forget that buying decisions are made when the NEED arises.

This week, without a doubt, somebody has concluded he will buy a new car . . . do over the kitchen . . . buy a new living room suite . . . a new TV set . . . a new suit of clothes or dress. Others are thinking seriously about definite purchases . . . They're interested in what's available locally . . . Want to learn all they can about the things they're interested in.

They read the OBSERVER weekly . . . and what they see there will influence their decisions as to what to buy, and WHERE TO BUY!

## WILL THEY SEE YOUR ADVERTISING?

Some 300 days a year you open your doors and wait for customers to come in.

How many times a year do you advertise to attract people you're hopefully waiting for?

The easy (and inexpensive) way to reach these people is through the pages of the OBSERVER. It is delivered to over 49,000 homes each week in your primary market.

Our files are filled with success stories of other local retailers . . . why not plan now for more profits in 1964. Our experienced advertising staff is eager to help YOU!

*Paul M. Chandler*  
Publisher

A POST CARD

**MAILED TO THE  
49,000 HOMES  
THAT RECEIVE  
THE "OBSERVER"  
NEWSPAPERS**

WOULD COST  
**\$1.960<sup>00</sup>**

\*THIS DOES NOT INCLUDE  
COST OF PRINTING!

**SAME AD IN THE  
OBSERVER  
WOULD COST  
ONLY \$44<sup>80</sup>** 2 Col. x 4"

with no extra printing charge.  
Even less on contract basis!

FOR INFORMATION SIMPLY CALL

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