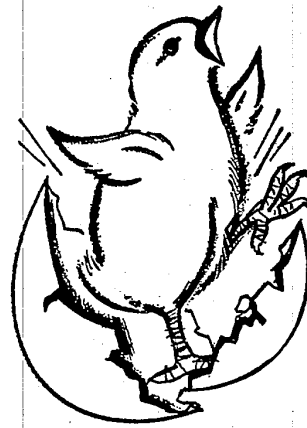
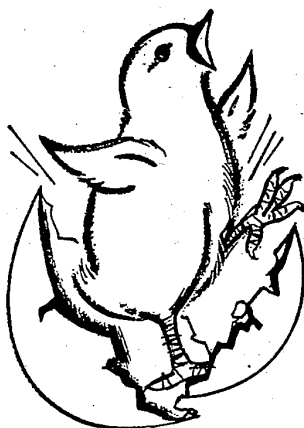


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The Observer Newspaper Group

**MICHIGAN'S
LARGEST
NEWSPAPER
GROUP**

73,750

**HOME DELIVERED NEWSPAPERS
SATURATES**

THIS RICH \$460,000,000 MARKET!

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- 126 SQUARE MILES
- 296,000* CONSUMERS

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*Based on projection of 1960 census.

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Announcing the arrival of

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join the rest of the family
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- ★ The LIVONIAN OBSERVER
- ★ The FARMINGTON OBSERVER
- ★ The PLYMOUTH OBSERVER
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The phenomenal growth of the Observer Newspapers group has been made possible by the fine support of the readers and advertisers alike! More than 300 local and national advertisers, from the largest chains and department stores to the corner store, use the hard-hitting Observer Newspaper columns . . . 1,000's use our fast-action WANT ADS every week!

Observer

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