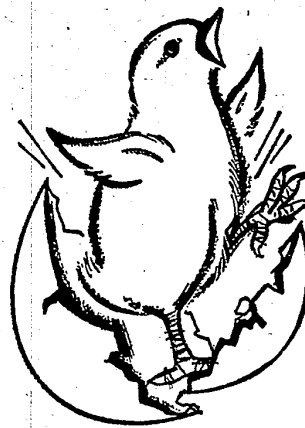
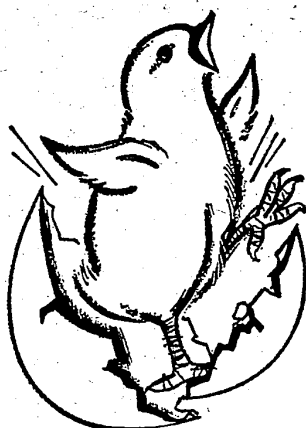


HERE WE GROW AGAIN!



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

It takes ALL SIX of Michigan's Greatest Community Newspapers to REALLY PENETRATE Wayne County's booming suburban market! A single insertion order places your ad before this large audience! No wasted "way-out" circulation, every copy reaches a prospective customer who lives within this natural trading area.

*Based on projection of 1980 census.

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TWINS

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- ★ The GARDEN CITY OBSERVER

join the rest of the family
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- ★ The FARMINGTON OBSERVER
- ★ The PLYMOUTH OBSERVER
- ★ The REDFORD OBSERVER



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!

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Farmington

Observer

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Farmington