

*Climb aboard our Observer cloud and let us introduce you to the wonderful, bright new world of appliances for a future of*

# EASY LIVING

Through these pages the Observer will guarantee to take drudgery out of your life and put magic in . . . all this as close as your neighborhood store or shopping center where the most beautiful and modern appliances are available for you.

Herewith are ideas of the future, too, the latest colors, newest methods, new short cuts that will meet the needs of the go-life of the smart suburbanite you are.

SECOND PRIZE

## WIN \$50

Gift Certificate

No jingles to write. Just deposit the coupon in the OBSERVER EASY LIVING BOX at any of the stores listed below.

FIRST PRIZE

## WIN \$100

Gift Certificate

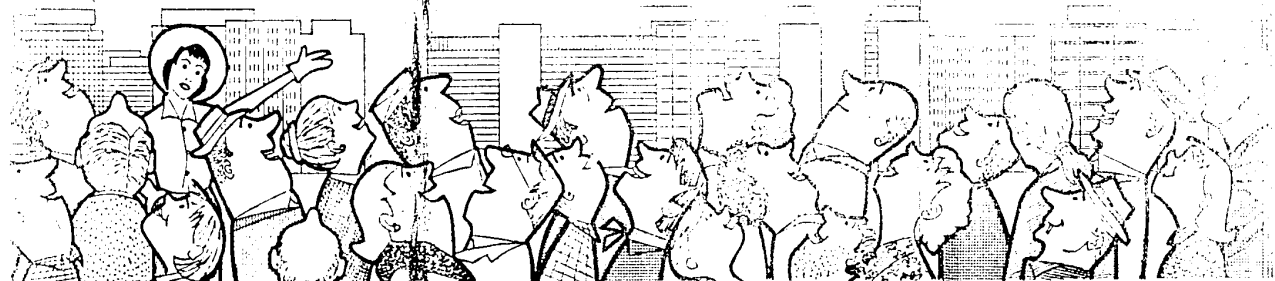
No purchase necessary. Just stop in your favorite store and see the wonderful line of time saving 66-67 appliances.

SECOND PRIZE

## WIN \$50

Gift Certificate

Winners will be notified Aug. 3. Hurry in! Drawing closes Wed., July 27.



**FILL IN COUPON AND DEPOSIT AT ANY OF THE DEALERS LISTED BELOW!**

**GOODYEAR SERVICE STORE**

13955 Telegraph  
Detroit, Michigan

**PINE LUMBER CO.**

12222 Inkster Rd.  
Detroit, Mich.

**HOME APPLIANCE MART**

34722 Plymouth Road  
Livonia, Mich.

**LIVONIA HARDWARE**

5 Mile at Farmington Roads  
Livonia, Michigan

**SALEM LUMBER CO.**

30350 Plymouth Road  
Livonia, Michigan

**GOODYEAR SERVICE STORE**

29100 Plymouth Road  
Livonia, Michigan

**W.L. GATES of WAYNE**

32449 Michigan Ave.  
Wayne, Michigan

**SEARS ROEBUCK & CO.**

LIVONIA MALL STORE ONLY  
(Appliance Dept.)  
7 Mile at Middlebelt  
Livonia, Michigan

**BERRY'S HOME SUPPLY**

27419 Joy Road at Inkster  
Livonia, Michigan

**DON LOR TV**

15373 Farmington Road  
Livonia, Michigan

**ALLEN ELECTRIC**

31750 Plymouth Road  
Livonia, Michigan

**ECKLES HEATING CO.**

882 North Halbrook  
Plymouth, Mich.

Winner's Gift Certificate Redeemable only at store where coupon is deposited.  
All employees of the Observer Newspapers, stores listed and members of their families not eligible.

Fill in Coupon and Deposit at any of the Dealers listed at left.  
No Purchase Necessary.

OBSERVER EASY LIVING CONTEST

NAME.....

ADDRESS.....

PHONE.....

DEALER'S

NAME.....