

**we
interrupt
this
newspaper
to
bring

all
advertisers
important
message**

The Observer Newspaper is the
only* medium that reaches ALL the families
in Livonia, Plymouth and Farmington.

*If you were to combine the circulations of
the Detroit News, the Detroit Free Press,
and the various other weekly newspapers in
this area together with the audiences of
WWJ, WXYZ, WJBC, WJR, CKLW, WTVS/CBC,
WKBD, WKNR, WJLB, WCAR, WEXL, CKWW,
WPON, WCHB, WBBB, WTAK, WYNZ, AND WYSI radio
and television stations, you would
not reach all the homes in Observer Newspaper
circulation on any given day.
We do.

OBSERVER NEWSPAPERS