

# We didn't have to twist his arm



...just  
reach his  
customers.

## J. B. McCoy, store manager...



... is one man who didn't have to have his arm twisted. Mr. McCoy is an easy man to deal with ... not very demanding at all. He just wants customers, and according to Mr. McCoy ... customers are just what his ad in the Observer delivered. To quote Mr. McCoy, "In regard to our Men's Suit Ad which ran in your newspapers ... your newspapers were responsible for making our Year-End Men's Suit Sale a tremendous success. In fact, it was the most successful Men's Suit Sale that Wards Livonia Store has experienced in our eight-year history at Wonderland Center."

Mr. McCoy goes on to say that "We know that it's important to promote the sale of the right product at the right time, but, just as vital to pick the right media. There have to be good reasons why our store is the number one Ward's store in sales throughout Michigan. We are confident that our consistent advertising in the Observer Newspapers has been a contributing factor to our sales success."

See, not an arm twist in a carload ... but a carload of customers for McCoy, store manager of Wards ... Wonderland.

## OBSERVER NEWSPAPERS

Livonia Observer/Farmington Enterprise & Observer  
Plymouth Mail & Observer/Redford Observer  
Garden City Observer/Westland Observer



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