

If you're  
in business  
and don't know one  
of these people, perhaps  
there are people  
who don't know  
you're in business.

All of which means that these are the sales people for the Observer & Eccentric Newspapers. They are a top-notch team and know that making a profit these days isn't as easy as it once was for a business person.

AND THEY KNOW HOW TO HELP YOU!

If you advertise regularly in your hometown newspaper, you've surely spotted the friendly face that calls on you once or more each week. BUT IF YOU DON'T RECOGNIZE ANYONE, THEN IT'S YOU WE WANT TO TALK TO.

Your Observer & Eccentric advertising team is made up of specialists who are interested in people like you. They can take what you have to sell and put it into an attractive ad and get it in a section of the newspaper where it will get seen — and read.

They can see that you get a whopping circulation of 155,500 or discuss with you just which communities you need to reach. This crack-brain team of experts knows the "ins and outs" of newspaper advertising and you can benefit from this knowledge where it counts — in your cash register.

So, if there's no familiar face shining back at you from among this fantastic sales team, call your Observer & Eccentric Retail Advertising Department and ask for an introduction. You'll be glad you did.

BIRMINGHAM (313) 844-1100      LIVONIA (313) 261-9900      ROCHESTER (313) 851-7575

Observer & Eccentric  
Sales Team:

- 1. Andy McKel, National Rep.
- 2. Craig Carpenter, Birmingham
- 3. Mary Magazian, Rochester
- 4. Jay Rupp, Westland Garden City
- 5. Audrey Root, Plymouth
- 6. Margaret Kneeb, Birmingham
- 7. Ray Hall, Livonia
- 8. Barry McNamee, Regional Sales Mgr.
- 9. Stan Johnson, Farmington Hills
- 10. B. C. Johnson, Rochester
- 11. — Bayliff, Area Manager
- 12. Ken Marino, Special Services Mgr.
- 13. Mary Peterson, Bedford, Shumfield
- 14. — Bittles, Assistant Retail Manager



The  
Observer & Eccentric  
Newspapers

Serving Michigan's finest suburban markets: Ann Arbor, Birmingham, Farmington Hills, Farmington Hills, Garden City, Livonia, Plymouth, Plymouth Township, Redford Township, Rochester, Southfield, Troy, Westland and Westland.