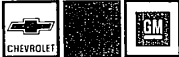


# Observer & Eccentric CLASSIFIED MAKES SO MANY THINGS CHANGE FOR THE BETTER



JACK CAULEY CHEVROLET, INC.



7020 ORCHARD LAKE RD • WEST BLOOMFIELD MICH 48033 • PHONE 855 9740

Mr. Roy Meadows  
Sales Representative  
The Observer & Eccentric  
36251 Schoolcraft Rd.  
Livonia, MI 48150

Dear Mr. Meadows:

Just wanted to let you know how pleased I am with the results of our advertising in The Observer & Eccentric Newspapers. As you know, I am always looking for ways to get the most from my money. I am particularly conscious of where my advertising dollar can do the most good.

Over a period of time, I've seen that our ads in The Observer & Eccentric Newspapers have paid off! Most recently, our Special Sale ad brought in a considerable number of customers and resulting sales that I could attribute directly to the ad. New customers, who were not even familiar with our new location, came in to take advantage of our advertised special that we ran in The Observer & Eccentric Newspapers.

Thanks for helping us get the word out. When I advertise in The Observer & Eccentric Newspapers, I know my advertising dollar is working.

Sincerely,

Neil Ward  
General Manager

