

We didn't have to twist his arm
 ...just reach his customers.



Ray Interiors

"Furnishings for Distinctive Homes"

phone... 476-7272

33300 BLOCUM DRIVE
 FARMINGTON, MICHIGAN 48024

May 22, 1968

Observer Newspapers
 Livonia, Michigan

Attention: Rudy Mazurosky, Advertising Director

Dear Rudy:

We, at Ray Interiors, wish to acknowledge the important part your paper has played in the tremendous growth our business has experienced since we opened our new showroom in Farmington in 1964.

At the time of this opening we began to advertise regularly in your newspaper, with a result of this advertising playing a very substantial part in a 365% increase in total business volume since 1964.

This growth has been very gratifying to our organization and you may be sure we will continue to use the Observer Newspaper as our main method in getting our story to the buying public.

Yours truly,

RAY INTERIORS

William A. Ray
 WILLIAM A. RAY

HAR:mkm

OBSERVER NEWSPAPERS

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



Advertising Department
 33050 Five Mile Road, Livonia
 Telephone GA 2-3175



Audited Circulation

Wednesday - 93,795 — Sunday - 72,579