

Observer & Eccentric

Classified is there JUST WHEN YOU NEED IT!

HINES PARK



JIM SEAVITT, General Manager, Hines Park Lincoln Mercury (left),
SUSAN ORBACH, O&E Classified Sales Representative (right).



George Koll's
HINES PARK LINCOLN MERCURY, INC.
 40601 Ann Arbor Road
 PLYMOUTH, MICHIGAN 48170
 Telephone 453-2424 425-2444

Ms. Susan Orbach
 Sales Representative
 The Observer & Eccentric
 36251 Schoolcraft Road
 Livonia, Michigan 48150

Dear Ms. Orbach:

It is my pleasure to inform you that the results of our advertising in The Observer & Eccentric Newspapers have been outstanding.

When we realized a few years ago that the best way to reach our target market was by advertising in The Observer & Eccentric, we became a steady advertiser of the newspaper. We're very pleased with the results we've experienced, and that our advertising needs were accomplished.

We found The Observer & Eccentric Newspapers work for us because we soon became Michigan's fastest growing Lincoln-Mercury Dealership. Thank you for helping us make good use of our advertising dollars.

Sincerely,

James Seavitt
 James Seavitt
 General Manager

/smw

... "Where you feel more like a friend than a customer."

Observer & Eccentric
**classified
 ads**

Wayne County
 591-0900
 Oakland County
 644-1070
 Rochester/Avon-
 852-3222