

# It's the satisfaction

that keeps people coming back to

Observer & Eccentric

# classified ads



Bob Sellers, Jack Padley, Alex Poirier

**BOB SELLERS**  
**PONTIAC**

Mr. Jack Padley  
The Observer & Eccentric  
36251 Schoolcraft Road  
Livonia, Michigan 48150

Dear Jack:

When we moved to Ten Mile and Grand River two and a half years ago, we knew we had to let our new Farmington Hills neighbors know we were here.

We found The Observer & Eccentric papers were directly targeted to our new trading area. We then analyzed cost effectiveness. By logging our phone response to new and used car ads, we found that The Observer & Eccentric ads continually work for us.

Since our relocation we have become tri-state zone's fastest growing Pontiac dealership. We can certainly credit The Observer & Eccentric for a major portion of our success. Thank you for the fine service.

Sincerely,

*Alex Poirier*

Alex Poirier  
General Sales Manager

/smw



38000 Grand River Ave., Farmington Hills, MI 48024 Phone: 478-8000