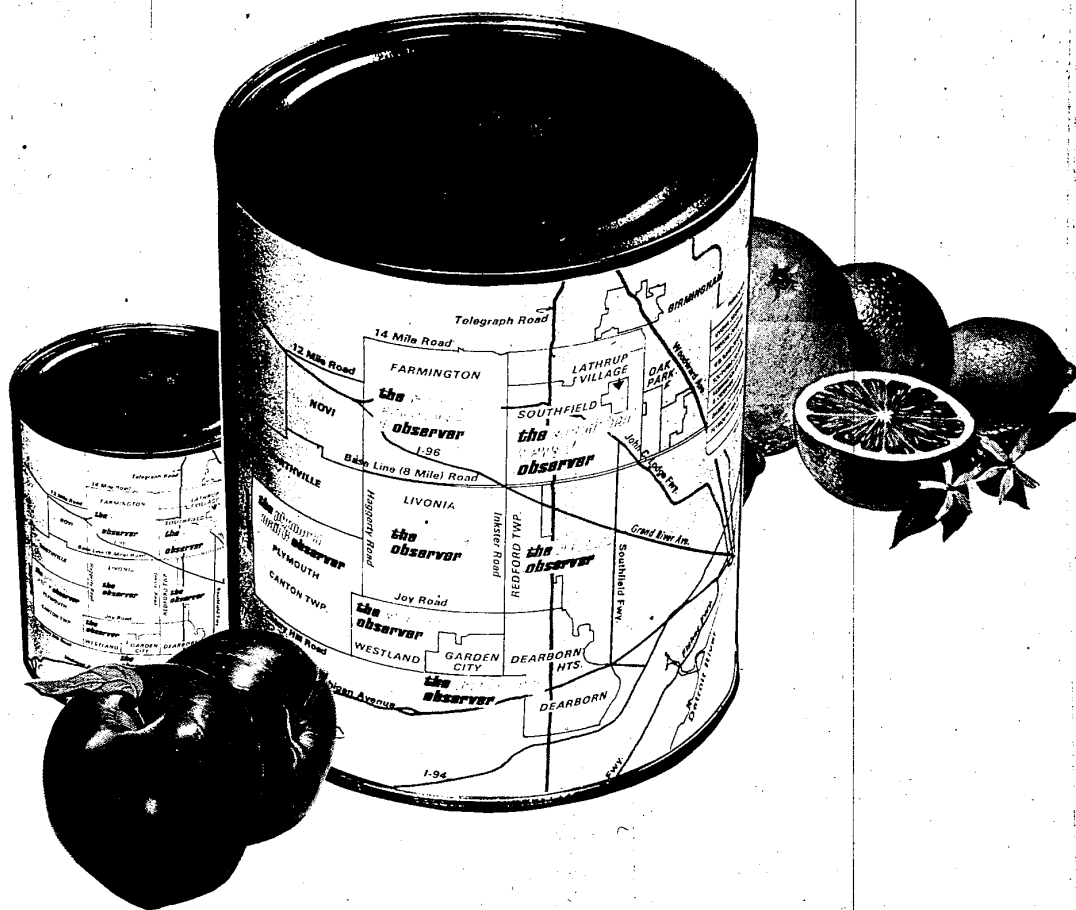


WHEN WE SAY
'SUPER MARKET'
 WE DON'T
 MEAN
 THE
 CORNER
 GROCERY
 STORE!



We mean the super, rich, growing market area that you can corner with consistent advertising in the Observer Newspapers. We mean more than 109,000 families who need what you have to sell. Your shelves and showrooms are stocked with merchandise that we can help you move. Think about it.

What is the fastest way to saturate 165 square

miles of prime market area without licking a lot of expensive postage stamps? Or being 'licked' by the cost of printing? Newspaper advertising is the obvious answer. OBSERVER NEWSPAPER advertising. Your ad will roll off our press and into the homes of more than 501,000 people who live in Livonia, Plymouth, Garden City, Westland, Redford, Farmington, and Southfield.

FOR ONE-STOP SHOPPING YOU CAN'T BEAT OUR SUPER MARKET!

observer newspapers

RETAIL ADVERTISING 201-0000
 CLASSIFIED WANT-AD-VERTISING 522-0000