



THE WANT AD SECTION IN THIS NEWSPAPER BELONGS TO YOU... IT IS YOUR "DEPARTMENT STORE" OF ADVERTISING. USE IT and TAKE ADVANTAGE OF ITS "RESULT PRODUCING" POWER!

OH, What 15 Little Words Can Do!

If you're selling something or offering a service, a 15 word Want Ad in the six OBSERVER Newspapers on Wednesday or the three OBSERVER newspapers on Sunday can do a big selling job for you. You get Reach — right into every home in Livonia, Plymouth, Westland, Garden City, Redford and Farmington on Wednesday — a potential reading audience of nearly 350,000 people; while on Sunday you reach every home in Livonia, Plymouth and Farmington — another potential 174,000 buyers.

PUT 15 LITTLE WORDS TO WORK FOR YOU ... DIAL GA 2-0900 OR GL 3-0038 TODAY.

15 WORDS
WEDNESDAY
\$2.75

15 WORDS
SUNDAY
\$1.80