

Our name to change March 4

A name change visibly linking two of the most honored suburban newspaper groups in the nation will occur in your hometown newspaper when the first Monday edition appears March 4.

From then on this, and all 10 of the other publications of our Detroit Newspaper Division, will be known as "The Observer & Eccentric." Distribution dates will be Monday and Thursday each week.

This step results from the recently announced merger of Observer Newspapers, Inc., headquartered in Livonia, with the Birmingham-based Synercom Communications Corp., publishers of the 95-year-old Eccentric chain.

"Observer & Eccentric" newspapers will be published for Livonia, Plymouth, Garden City, Westland and Redford Township in Wayne County and for Farmington, Southfield, Birmingham, Bloomfield, West Bloomfield, Troy and Rochester in Oakland County.

Creation of the new name, "Observer & Eccentric," reflects both prestige and growth.

The Eccentric began publication in 1878 and has captured more professional awards for excellence than any suburban newspaper in the country. Although the Observer is a fairly recent name, it, too, has been honored frequently by America's leading press associations for its outstanding caliber.

In communities such as Plymouth, Farmington and Southfield, the name change means a passing from the scene of active use of the traditional Mail, Enterprise and News titles.

observer newspapers

Advertising Standards

Advertising published in the Observer Newspapers is accepted on the premise that the merchandise and services offered are properly described and willingly sold to customers at the advertised price. Advertisers are aware of these conditions.

Advertising that does not conform to these standards, or that is deceptive or misleading, is never knowingly accepted.

If any Observer reader encounters non-compliance with these standards, we ask that you inform the Advertising Department of this newspaper, and also call the

BETTER BUSINESS BUREAU
962-6785

Published in the interest of
truthful advertising by
The Observer Newspapers

UNIROYAL

TIRE AND AUTO SERVICE

HEADQUARTERS FOR ZETA - MILEAGE GUARANTEED TIRES



FREE
REGULAR
WHEEL
ALIGNMENT

With
Purchase
of a Set
of Four
UNIROYAL

ZETA 40M
STEEL BELTED
RADIALS
GUARANTEED 40,000 MILES
ANY SIZE SLIGHTLY BLEM
\$37

- 2 STEEL BELTS
- 2 RAYON CORD PLYS
- SLIGHTLY BLEMISHED

Tubeless Tire Size Brand Code	Whitewall Price Each	Plus Fed. Ex. Tax Each Tire
BR78-13	1.88	2.30
ER78-14	2.30	2.44
FR78-14	2.57	2.89
GR78-14	2.92	3.20
HR78-14	3.43	3.48
JR78-15		
LR78-15		

All prices plus Fed. Ex. Tax and smooth tire off your car. FREE TIRE MOUNTING AND ROTATION WITH TIRE PURCHASE.

LUBE & OIL
CHANGE 4 QTS
\$3.88

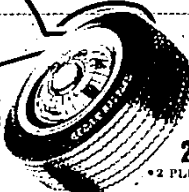
HEAVY DUTY
SHOCKS
\$9.88
each
plus installation

4 OFF-CAR
WHEEL BALANCE
\$7.88
weights included



ZETA 25M
25,000 MILE
GUARANTEE

• 2 PLYS POLYESTER CORD • FIBERGLAS BELTS
WHITEWALL
\$25
ALL SIZES
B78-13
thru
C78-15

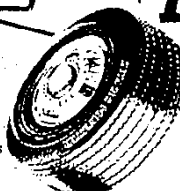


ZETA 25M
25,000 MILE GUARANTEE

• 2 PLYS POLYESTER CORD • 2 FIBERGLAS BELTS

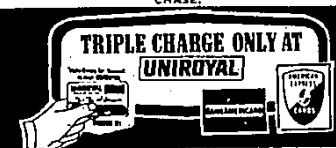
Tubeless Tire Size Brand Code	Whitewall Price Each	Plus Fed. Ex. Tax Each Tire
B78-13	1.90	2.01
C78-13	2.31	2.45
E78-14	2.45	2.50
F78-14	2.67	2.73
G78-15	2.94	2.96
H78-14	3.12	3.31
J78-15		
L78-15		

B78-13 Whitewall Tubeless Plus Fed. Ex. Tax of \$2.24. All prices plus Fed. Ex. Tax and smooth tire off your car. FREE TIRE MOUNTING AND ROTATION WITH TIRE PURCHASE.



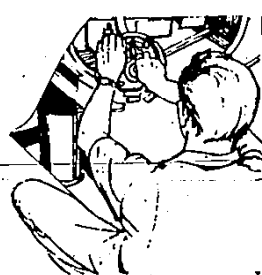
ZETA 25M
25,000 MILE
GUARANTEE

FIBERGLAS BELTS
\$28
ALL SIZES
H78-14
thru
L78-15



UNIROYAL Zeta Steel Belted Tire Warranty
If you don't get the mileage stated on the sidewall (My thousand) or tire fails for any reason other than willful abuse or collision, your chartered Zeta dealer will give you a credit against the purchase of a new Zeta tire of same type or repair punctures at no charge. Credit will equal price you paid multiplied by percentage of stated mileage you did not obtain. Credit will be applied against the Zeta Guarantee Base Price (national adjustment base approximating actual price). Dealer may add small charge for services he performs in replacing tire. Tires and related vehicle conditions must be properly maintained and tires brought in for free 5,000 mile rotations and check-ups for mileage portion of guarantee to apply.

BRAKE SERVICE
HERE'S WHAT WE DO:
• Retune all four wheels
• Clean and inspect brake drums
• Inspect entire hydraulic system
• Final road test.
24.95
Most American Cars
Disc brakes excepted
*Any additional parts or services needed but not listed will carry a supplemental charge.



60 MONTH
GUARANTEE
POWERLIFE 60 BATTERY
24.95
12-Volt
Exchange
INSTALLED FREE
UNIROYAL BATTERY GUARANTEE
Free replacement within 90 days of purchase. If battery is properly maintained after 90 days we will replace the battery at no charge and charge you only for the portion of the battery based on the regular selling price at the time of replacement. (See dealer for complete details.)



1 PC. MAG SUPERDRAG
MAG WHEELS
4 FOR 99.95
14 x 6 1/2
4 FOR 119.95
14 x 6 1/2 15 x 6 1/2
INCLUDES CAP AND LUG NUTS
Locking lug nuts . . . 4.97 Set of 4

LIVONIA 477-4840
19268 MIDDLEBELT
(Just N. of 7 Mile)
Home of the UNIROYAL ZETA

INKSTER 278-3610
CHERRY HILL PLAZA
(Inkster at Cherry Hill)
AMERICAN MADE
STEEL BELTED RADIAL TIRES