

# Pick up your Newspaper and read Classified Today...



... It's easy, fast and fun to shop with the help of the Observer & Eccentric classified ads. Simply pick up the newspaper, turn to the classified section, look over the selections, make a call for more information if needed, and go make your purchase. You'll be happy you saved time and energy shopping with Observer & Eccentric classified ads. It's all there for you — check them out today.

## WANT MORE BUSINESS?

Did you know that 4 out of 10 purchases are preceded by shopping classified ads.

New furniture	41%	Motorcycle	63%
Used furniture	59%	Boat, boat motor	56%
Air conditioner	40%	Travel trailer, camper	73%
Sewing machine	37%	Fishing supplies	31%
Major appliance	38%	Camping equipment	37%
Power mower	39%	Musical instruments	35%
Photo equipment	26%	Dog, cat, other pet	50%
Bicycle	40%		

Observer & Eccentric  
**classified  
ads**



DIAL CLASSIFIED DIRECT-644-1070 IN OAKLAND COUNTY

522-0900 IN WAYNE COUNTY-852-3222 IN ROCHESTER/AVON TWP.