

# 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.