

Observer &amp; Eccentric

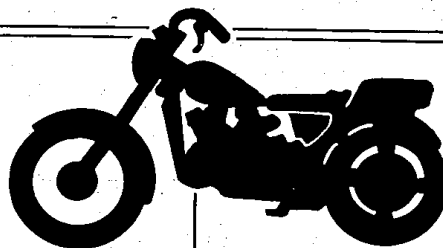
# CLASSIFIED...

## In A Class By Itself

People look for information about products and services every day through the Observer & Eccentric classified section.

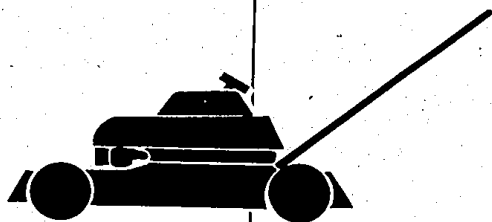
General merchandise classified ads get strong results

call or personal visit to the advertiser.



terrific market place where you

Observer & Eccentric classified ads are and how they can make your life easier.



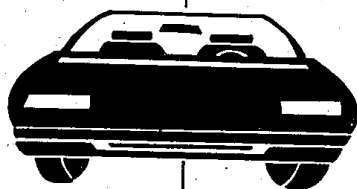
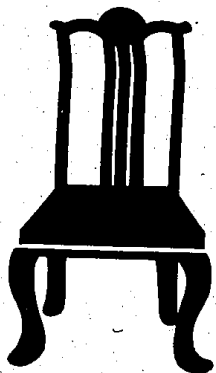
In 3 out of 4 cases where classified ads are checked, readership is followed up by a phone

Research shows that 87% of our readers live in owned homes--this means a



can sell just about anything!

Discover for yourself how powerful



## What Can We Sell For You Today?

Observer &amp; Eccentric

CLASSIFIED ADVERTISING

644-1070 Oakland County 591-0900 Wayne County 852-3222 Rochester/Rochester Hills

DEADLINES: 5 P.M. TUESDAY FOR THURSDAY EDITION / 5 P.M. FRIDAY FOR MONDAY EDITION