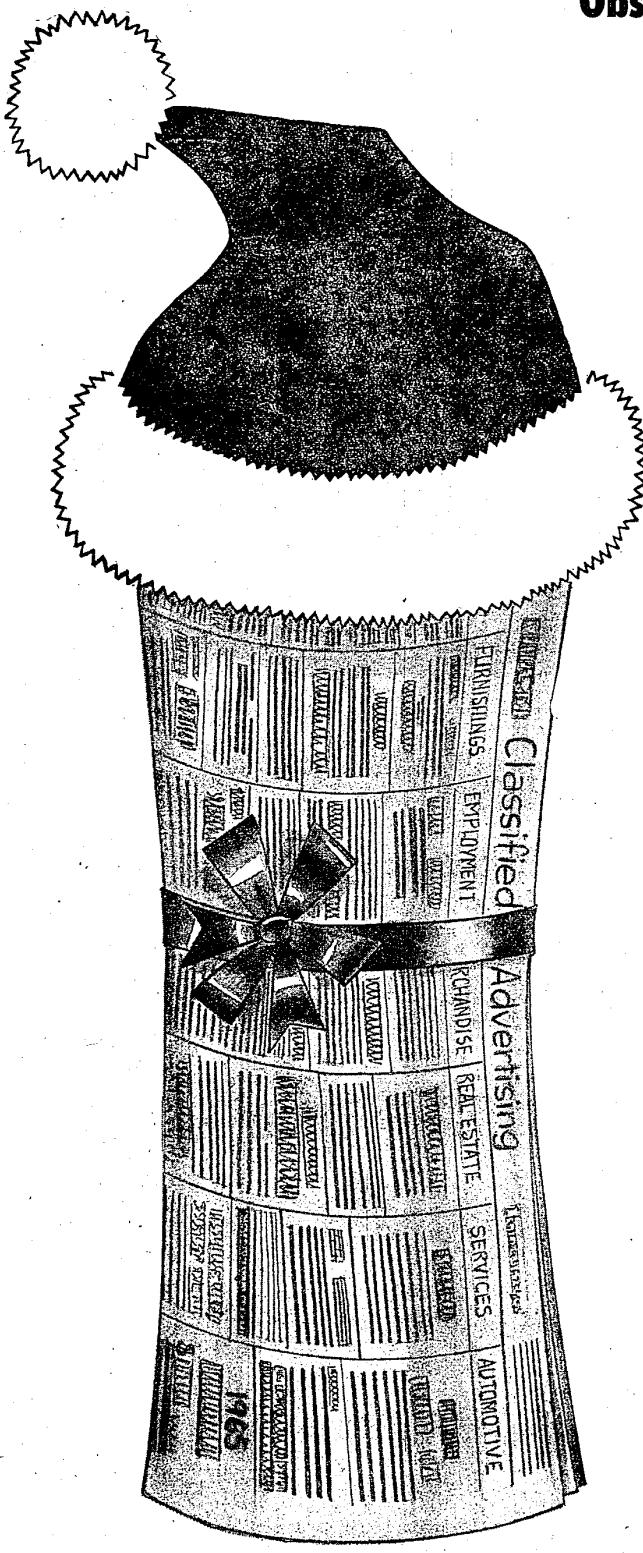




Christmas Shopping Center



The Best Helper "SANTA" Ever Had... Observer Classified Ads



So many things make Christmas the warm and wonderful holiday it is . . . Brightly wrapped presents, twinkling trees, colorful decorations, special food, greeting cards, gay parties. All a special part of a very special season . . . And, all a lot more fun when you have extra cash to ease the strain on your budget. That's why more wise, modern families, just like yours, are going after this welcome holiday cash right now with fast-action Observer Classified Ads.

Here's how easy it is to put the money-making magic of Classified ads to work for you. Just go through your home and make a list of every worthwhile thing you find that isn't being used or enjoyed by your family anymore. Then, when you have your list, dial GA 2-0900 any time between 9 a.m. and 5 p.m. and give it to the friendly Ad Writer who answers. She'll quickly help you write a result getting ad that takes your offer to sell things like trains, bikes, musical instruments, appliances, TV sets, power tools, heaters and more, right to a ready-to-buy parade of Observer readers.

That's all there is to it. And, the cost is so low, too. And your ad will appear in all FOUR Observer Newspapers automatically.

To be sure that this Christmas is one to be happily remembered for a long, long time — let the best helper a Santa ever had, Observer Classified Ads, bring you extra holiday dollars. Do it today.

THE GIFT SPOTTER

in the Classified Section is an exclusive service in this area with the Observer Newspapers.

OBSERVER Classified Ads

Make Your Holiday Brighter

GA 2-0900

OR BRING YOUR ADS TO:

33050 5 Mile Road
Livonia

33425 Grand River
Farmington

First Federal Building
Plymouth, Michigan