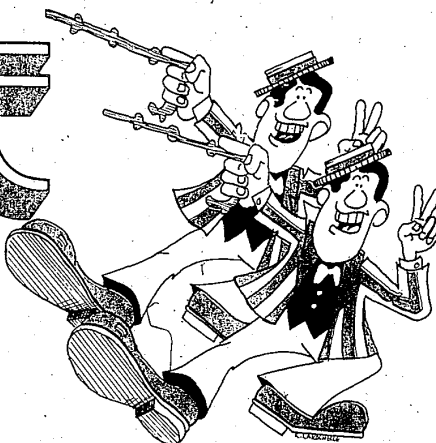


IT PAYS TO REPEAT YOURSELF

DOUBLE ACTION



WANT ADS SAVE \$2.00

Save \$2.00 when you run your family want ad in two consecutive issues—Monday and Thursday or Thursday and Monday—with no changes or cancellations. A Double Action Want Ad is \$2.00 less than the regular cost of two ads. For example: If you place a 15 word family want ad for one day (\$4.00) and, after it runs, ask for it to be repeated in another issue (\$4.00) the total cost would be \$8.00. But, if you ask for a Double Action Want Ad, it automatically appears in two consecutive issues and you pay only \$6.00 for two insertions of this 15 word ad. A \$2.00 saving!

Observer & Eccentric Family Want Ads reach over 155,500 families on each publication day! This includes households in Birmingham, Bloomfield, West Bloomfield, Farmington, Garden City, Livonia, Plymouth, Redford Twp., Rochester, Avon Twp., Southfield, Troy, and Westland.

So, whether you're having a garage sale, or starting a car pool, it pays to repeat yourself with an Observer & Eccentric Double Action Family Want Ad!

DOUBLE ACTION . . . SAVE \$2.00

- Two consecutive issues.
(Monday-Thursday or Thursday-Monday)
- No change in wording.
- No cancellations.

DIAL DIRECT 644-1070 or 522-0900

THE GREAT COMBINATION



COMING MARCH 4th

The Observer & Eccentric Newspapers