

THE EASY-TO-PLAY, EASY-TO-WIN FAMILY WANT AD GAME

START

Household Pets
Your 5 year old daughter wants an Irish Wolfhound for her birthday... which happens to be tomorrow. Move ahead two spaces for looking in The Observer & Eccentric Want Ad Section and making your daughter's birthday one to remember.

Misc. For Sale
You finally found the time to clean out the attic and ended up transferring everything to the garage... now the car can't fit in. Advertise a garage sale in our Want Ad Section to make room for the car and earn a little extra money. Move ahead one space.

Lost And Found
Your daughter's been heartbroken since her puppy strayed from home. And you've spent the last four nights wandering around your neighborhood yelling, "Here, Spot!" You should have placed a Lost and Found Ad in The Observer & Eccentric. Lose one turn.

CALL CLASSIFIED DIRECT 644-1070
WHEN CALLING FROM BIRMINGHAM, BLOOMFIELD HILLS, BLOOMFIELD TWP., WEST BLOOMFIELD, OR TROY, TAKE ANOTHER TURN

Musical Instruments
Little Jimmy never did learn how to play the drum. He did learn how to play the drums through the Observer & Eccentric Want Ad. Move ahead two spaces.

CALL CLASSIFIED DIRECT 522-0900
WHEN CALLING FROM CANTON TWP., FARMINGTON, FARMINGTON HILLS, GARDEN CITY, LIVONIA, PLYMOUTH, REDFORD TWP., SOUTHFIELD, OR WESTLAND, TAKE ANOTHER TURN

Plumbing
Your basement flooded when you tried to fix that leaky pipe yourself. You should have called a plumber from our Service Directory in the Want Ad Section. Lose one turn while your Observer & Eccentric dries out.

Want Ad Winners' Circle

Wanted Misc.
Your Great Uncle is coming to visit... quick, where can you find a stuffed moose head, like the one he gave you for your anniversary? You sold it through an Observer & Eccentric Want Ad, so you run another ad saying "Moose Head Wanted." Move ahead one space.

Homes For Sale
You've outgrown your little bungalow of love with three children, two dogs, a cat, two hamsters, two turtles, a frog, and a goldfish. Move ahead two spaces for finding the ideal home, at the right price, in The Observer & Eccentric.

DOUBLE ACTION
Family Want Ads SAVE \$2.00
• ADVERTISE IN TWO CONSECUTIVE ISSUES (Monday and Thursday or Thursday and Monday)
• NO CHANGES IN COPY
• NO CANCELLATIONS
TAKE ANOTHER TURN.

Autos For Sale
Congratulations! Your son just learned to drive and borrows your car every night. Move ahead one space for finding a low-mileage used car in top condition in the Automotive Want Ad section.

Hobbies, Coins and Stamps
All you need is Millard Fillmore's signature to complete your collection of U.S. President signatures. Instead of using The Observer & Eccentric Want Ad, you try to find it by calling every Fillmore in the country hoping to find a descendant who has his signature. You lose your next turn while dialing Woodrow Fillmore in Poughkeepsie, New York.

Auction Sales
That old trunk really looks interesting... and who knows what's in it! The contents could be worth thousands of dollars and you paid only \$5. Aren't you glad you found the auction in the Want Ad Section of The Observer & Eccentric? It was a lot of fun. Advance one space.

Bicycles For Sale
Your son had a lot of fun with his banana bike when he was younger, but now he wants a racer. Go back four spaces for putting the bike out with the rubbish. You could have sold it with an Observer & Eccentric Want Ad.

DOUBLE ACTION
Family Want Ads SAVE \$2.00
• ADVERTISE IN TWO CONSECUTIVE ISSUES (Monday and Thursday or Thursday and Monday)
• NO CHANGES IN COPY
• NO CANCELLATIONS
TAKE ANOTHER TURN.

Help Wanted
You're bored with staying home all day, doing the housework, and feel you would enjoy the challenge of the business world. Move ahead two spaces for finding a good job in The Observer & Eccentric Want Ad Section.

DOUBLE ACTION
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TAKE ANOTHER TURN.

Education-Instruction
You bragged about your sailing adventures to your girl, but you've never been on a boat in your life. Little did you know her Dad would invite you for a month's vacation on his schooner this summer. Check the Observer & Eccentric Want Ads for sailing instructions... and sail ahead one space.

Household Goods
That grand piano you bought through the Observer & Eccentric Want Ad really looks great in your living room. Unfortunately, now there's no room for your curio cabinet. You could have sold the cabinet through a want ad, but you stored it in your attic and never used it again. Move back one space.

CALL CLASSIFIED DIRECT 852-3222
WHEN CALLING FROM ROCHESTER OR AVON TWP., TAKE ANOTHER TURN

OBJECT: The object of the game is to reach the Want Ad Winners' Circle, learning the uses of Observer & Eccentric Want Ads as you go.

NUMBER OF PLAYERS: The "Family Want Ad Game" is designed to be played by 155,500 families, twice each week. If you can't get that kind of crowd together, don't worry... we do it for you. (Your Observer & Eccentric Want Ad automatically reaches the recommended number of families with each issue.)

HOW TO PLAY: (Yes, you can really use the game board for a fun, family game.) Use one die, or the A, 2, 3, 4, 5, and 6 of each suit from a deck of playing cards. When it's your turn, roll the die, or draw from the pack to determine the number of squares to move. If there are directions in the square in which you land, follow them. (If not, wait until your next turn before moving again.) In this way, you will soon reach the Want Ad Winners' Circle, and learn something besides. Any sort of marker or token may be used to indicate your position on the board. The first person to reach the winners' circle wins the game.

SPECIAL NOTE: When you reach the point where you pick up your telephone to call in your Want Ad, remember that special "Double Action" family Want Ads save you \$2. Here's how: When you place a Family Want Ad in two consecutive issues—Monday and Thursday or Thursday and Monday—the cost of your second ad will be reduced by \$2. (No changes in copy, no cancellations.)

WHERE THE GAME IS PLAYED: The "Want Ad Game" is played in 155,500 homes throughout Birmingham, Bloomfield Hills, Bloomfield Township, West Bloomfield, Farmington, Farmington Hills, Southfield, Troy, Rochester, and Avon Township in Oakland County; and Livonia, Garden City, Plymouth, Canton Township, Redford, and Westland in Wayne County.

**DIAL CLASSIFIED DIRECT
MONDAY THROUGH FRIDAY
8:30 a.m. to 5:30 p.m.**

522-0900

When calling from
Farmington, Farmington Hills,
Garden City, Livonia, Plymouth,
Canton Twp., Redford Twp.,
Southfield, and Westland.

644-1070

When calling from
Birmingham, Bloomfield Hills,
Bloomfield Twp.,
West Bloomfield,
and Troy.

852-3222

(Toll Free)
When calling from
Rochester and Avon Twp.

**The
Observer & Eccentric
Newspapers**