

GET DOUBLE EXPOSURE WITH DOUBLE ACTION FAMILY WANT ADS AND SAVE \$2.00!!



A double exposure can ruin a photograph . . . but double exposure in The Observer & Eccentric Classified section can develop into a double quick response and a savings of \$2.00.

Double Action Want Ads are family want ads placed in two consecutive issues — Monday and Thursday or Thursday and Monday — with no changes in copy and no cancellations. When you place a Double Action Family Want Ad, you save \$2.00 off the regular cost of placing an ad in two issues.

The Observer & Eccentric Classified Want Ad section focuses on more than 155,500 families in Oakland and Wayne Counties. This includes households in Birmingham, Bloomfield, West Bloomfield, Canton Twp., Farmington, Farmington Hills, Garden City, Livonia, Plymouth, Redford Twp., Rochester, Avon Twp., Southfield, Troy, and Westland.

Put yourself in the happy picture of satisfied classified advertisers with a Double Action Family Want Ad.

The Observer & Eccentric Newspapers

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

522-0900

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

644-1070

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

852-3222

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