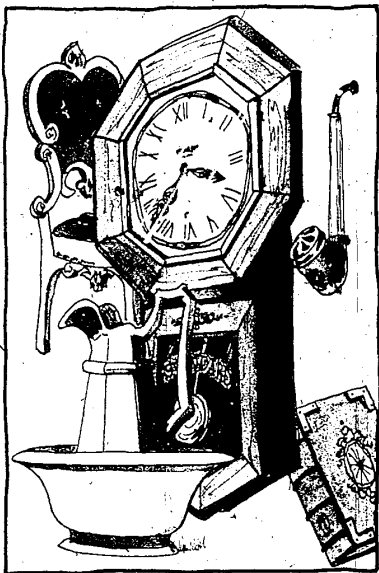




People who buy and people who sell get together in the Observer & Eccentric Newspapers



Buyers and sellers are "strange" people. Strange to each other, that is. People with lots of different needs and wants, people who need to get together. They need to get together in the quickest, least expensive and most effective way possible—the Observer & Eccentric Want Ads.

Say you need a buyer for a bunch of baby basset hounds, or a really good home for a litter of antiques...How do you meet those unknown admirers with an eye for your special goods? How do you keep track of sellers with garage sales, and owners of autos and pets to trade? It's easy -- when you know where buyers and sellers get together best—the Observer & Eccentric Classifieds.

It's easy to get double buying and selling results, too. Double-Action Ads bring people together

from all over Wayne and Oakland Counties. These suburban communities include: Birmingham, Bloomfield, West Bloomfield, Farmington, Farmington Hills, Rochester, Avon Twp., Southfield and Troy in Oakland County; Livonia, Garden City, Plymouth, Plymouth Twp., Canton Twp., Redford Twp., and Westland in Wayne County. Smart buyers and sellers place a Double Action Family Want Ad (non business) of 15 words or less in two consecutive issues, with no changes in copy and no cancellations -- and they pay only \$6. That's a savings of \$2.00 off the regular cost of placing an ad in two issues.

When you have something to sell...when you have something to buy...you've got a lot in common in the Observer & Eccentric Classified Want Ads.

The Observer & Eccentric Classified Ads

read by the people who buy and sell

DIAL CLASSIFIED DIRECT MONDAY THROUGH FRIDAY 8:30 A.M. TO 5:30 P.M.

644-1070 Oakland County

522-0900 Wayne County

852-3222 Rochester and Avon Twp.