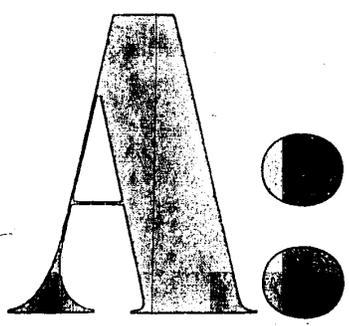


WHAT NUMBER SHOULD I CALL TO RUN A WANT AD IN THE OBSERVER & ECCENTRIC?



**644-1070** WHEN YOU'RE CALLING FROM BIRMINGHAM, BLOOMFIELD, WEST BLOOMFIELD, OR TROY;

**522-0900** IF YOU'RE CALLING FROM CANTON TWP., FARMINGTON, FARMINGTON HILLS, GARDEN CITY, LIVONIA, PLYMOUTH, REDFORD TWP., SOUTHFIELD, OR WESTLAND;

**852-3222 (TOLL FREE)** WHEN YOU'RE CALLING FROM ROCHESTER OR AVON TWP.

Whichever number you call, be sure to ask about our Double Action Family Want Ads. By placing your ad in two consecutive issues—Monday and Thursday or Thursday and Monday—you can save \$2.00 off the regular price of two ads (no changes—no cancellations).

Observer & Eccentric Want Ads reach more than 155,500 families on each publication day. 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.

# The Observer & Eccentric Newspapers

Hours: 8:30 a.m. to 5:30 p.m. Monday through Friday.