

YOU COULD SPEND ALL DAY ON THE PHONE . . .

making 20 calls every hour, every day this week, and reach a grand total of 1120 people. If you're lucky, one of them will be interested in buying your used car. If not, you could keep on dialing.

OR . . .

You can make one pleasant phone call to the Observer & Eccentric Classified Section and talk to more than 155,500 families every day that your ad runs. Take advantage of our Twin Action rates and you can make a total of 311,000 contacts for only \$6.00. Save time and money (as well as your dialing finger); call The Observer & Eccentric Classified Department today.



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