

# Charge It!

Now it is even easier to advertise in the Observer & Eccentric Classified Section. Just dial our classified department, tell us what you would like to advertise and charge it, to your Bank Americard or Master Charge account.

Whenever you call, be sure to have your Bank Americard or Master Charge ready and give us the account number and expiration date directly from the card. Then the total cost of your ad will be billed directly to your monthly statement, simplifying your record keeping while earning money for you and your family.

You can benefit twice from this bonus by placing a Double Action Family Want Ad. Double Action ads run two consecutive issues for one low price of \$6.00, with no changes or cancellations in the second ad. These 15 word ads save you \$2.00 off the regular cost of placing an ad in two issues and are so easy to place now that you can charge them.

So arm yourself with a list of unwanted items and your favorite bank card and strike a blow against inflation by calling us today.

522-0900  
644-1070  
852-3222

Wayne County  
Oakland County  
Rochester  
/Avon Township



**BANK AMERICARD**



**master charge**

THE INTERNATIONAL BANK CARD

The  
Observer & Eccentric  
**Classified Ads**