



THERE'S GOLD IN THEM THAR HILLS!

It's like discovering a gold mine when you use the Observer & Eccentric Classified Ads!

Whether you're reading them to find a swing for your back porch, a used car, a baby carriage or a job — you'll have to agree there's no better way than the age-old tradition of classified advertising.

This form of advertising is the most powerful people-to-people communication system ever conceived. No other method of advertising has ever

been able to capture the confidence, the love, the humanistic quality that prevails among the users and readers of the columns of your hometown newspaper — and we have 490,000 readers!

We hereby file our claim on that vein of gold that runs right through the heart of every individual and the gold mine of opportunity that every person has within his reach — the Observer & Eccentric Classified section.

Observer & Eccentric
Classified Ads



644-1070 Oakland County
522-0900 Wayne County
852-3222 Rochester/Avon