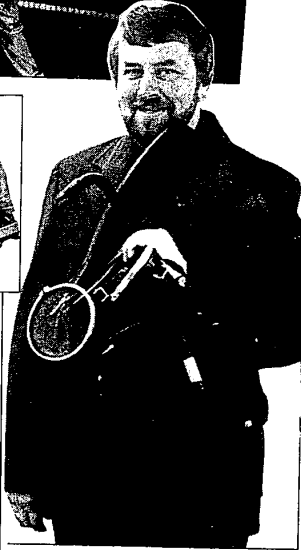


They have our number, do you?



No, we're not talking about our telephone number, although that's an important number too, we're talking about "736", the classification number for "Wanted to Buy" want ads.

Lots of people think the only way to use ads is to tell people what they have to sell. Not so. One little 736 ad will tell people what you want to buy. Looking for a cradle, scuba gear, a 1937 "Superman" comic book? Stick it in 736 and wait for people to call, it's that simple.

And if you've read this far and are thinking, "I really don't have any one special thing I want to buy....we have plenty of numbers for you, too...626...700...708...722. We invite you to try any of these because all of our numbers add up to a lot of satisfaction for you, whether you're in a buying or selling mood.

Observer & Eccentric Classified Ads



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