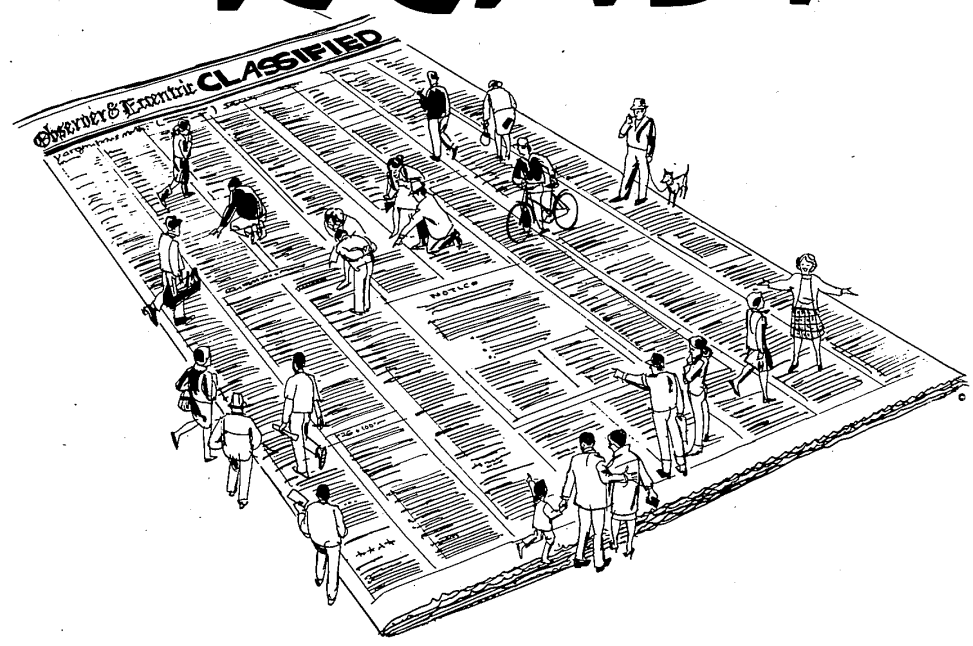


WE ARE READ,



AN ADVERTISING MESSAGE:

How would you like to have nearly 500 people respond to your next ad? That's how many (480 with more responses in each mail) readers participated in our recent Ice Capades ticket-give-away. Sure, we were giving something away, but of the thousands of readers who regularly turn to the classifieds to shop, 480 responded. They took the time and postage to send in their names in the hope of winning free tickets.

We have an overflowing box of postcards which confirms what we've always said--Observer & Eccentric classified columns are a great place to advertise whether you're in real estate, the auto business, looking for employees or planning to sell a basement full of things you no longer need.

Now, more than ever, people are looking for bargains--why not advertise one today?

THERE'S A LOT
GOING ON IN

**Observer & Eccentric
classified
ads**

REACH MICHIGAN'S FINEST MARKET
ONE CALL DOES IT ALL!

644-1070 Oakland County 591-0900 Wayne County 852-3222 Rochester-Avon Twp.
Use your VISA or MASTERCARD