

PEOPLE-TO-PEOPLE information CLASSIFIED



Say advertising and most people think of glamorous people in big cities trying to convince us to buy something we don't really want. But **classified** advertising is something else entirely.

Classified is the widow with a room to rent. The young wife who wants a job. The shopkeeper who needs a cashier. The student who needs an apartment. The secretary who wants a car. The handyman who wants a shop table.

You get the picture. **Classified** is people just like you filling needs the most efficient, least expensive way possible: with a little ad in the back of the paper. **Classified** is people-to-people information. Try **classified**; it will work for you, too.

Observer & Eccentric
**classified
ads**

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ONE CALL DOES IT ALL!
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