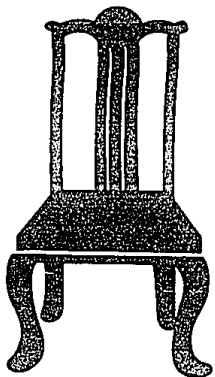


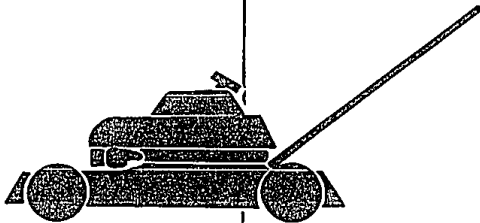
CLASSIFIED...

In A Class By Itself

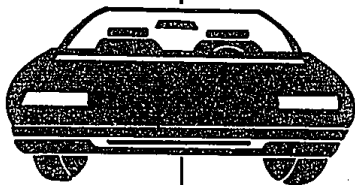
People look for information about products and services every day through the Observer & Eccentric classified section.



General merchandise classified ads get strong results

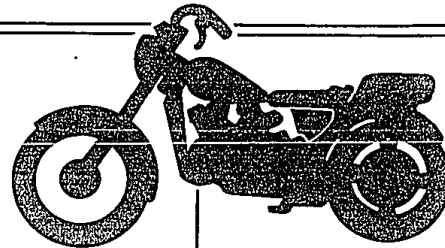


In 3 out of 4 cases where classified ads are checked, readership is followed up by a phone

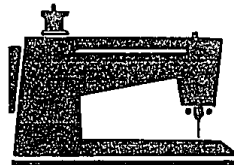


call or personal visit to the advertiser.

Research shows that 87% of our readers live in owned homes--this means a



terrific market place where you



can sell just about anything!

Discover for yourself how powerful

Observer & Eccentric classified ads are and how they can make your life easier.



What Can We Sell For You Today?

Observer & Eccentric
CLASSIFIED ADVERTISING

644-1070 Oakland County 591-0900 Wayne County 852-3222 Rochester/Rochester Hills
DEADLINES: 5 P.M. TUESDAY FOR THURSDAY EDITION / 5 P.M. FRIDAY FOR MONDAY EDITION