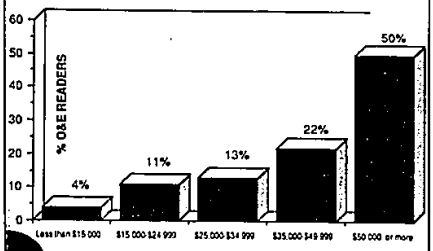
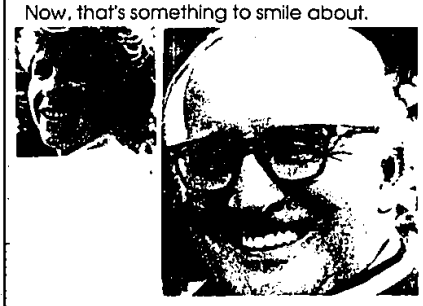
How interested are you in selling your home?

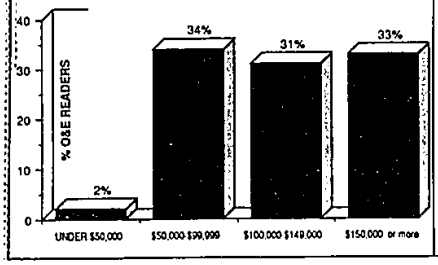
Interested enough to spend a few moments and discover the best place to advertise the fact that your home is for sale?
Good. We knew you were intelligent.
In fact, more than 40% of our readers have college degrees or better.*
And if knowlege is power, let's look at a few *powerful facts: this newspaper, the* one you're reading right now, reaches some of the most affluent households in Wayne and Oakland counties:



That's a median household income of *more than* $50,000—$10,000 more than the income of the people who don't read our newspapers.So when you advertise in your Observer & Eccentric newspapers, you not only reach thousands of smart people, you reach people with substantial incomes.
Now, that's something to smile about.

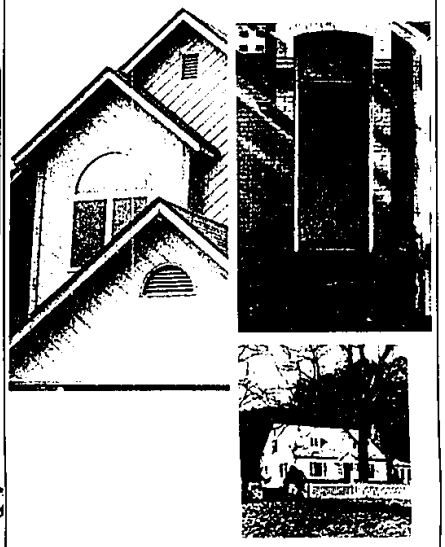


Our circulation area has **90% home ownership** and look at the value of our reader's homes:

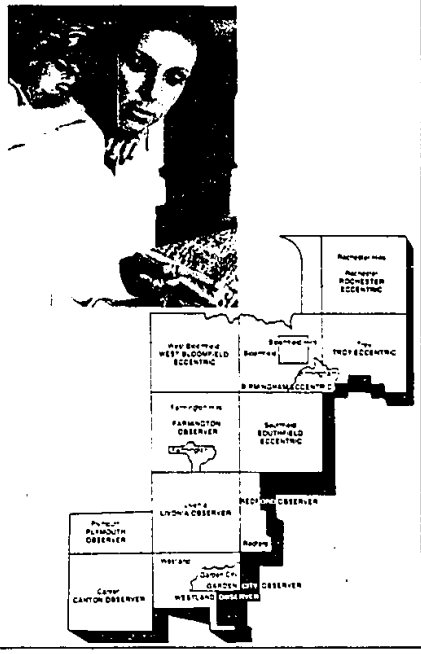


FACT: When you advertise with us you will reach 9 out of 10 adults in the Observer & Eccentric market area who have read weekly classified advertising.*

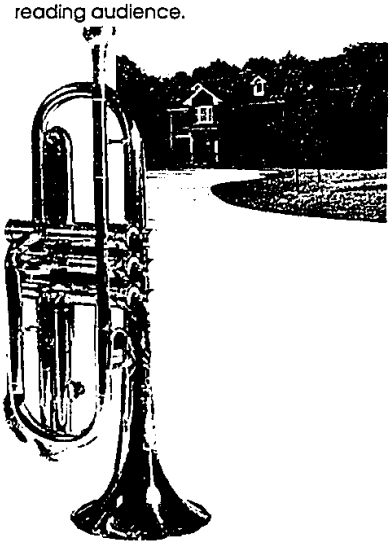
FACT: 91% of the adults in our market area who had read classified advertising in the past seven days had read it in the Observer & Eccentric*.



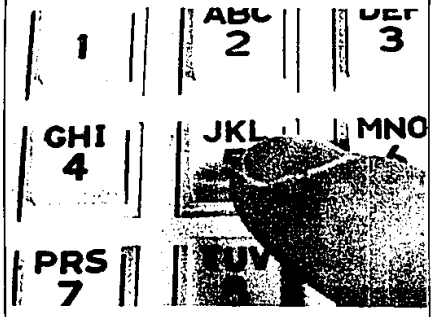
So, we can offer you one quarter of a million adult readers and a very rich market, what else do we have for you? How about an award-winning newspaper— a newspaper that people trust and look forward to reading? One that reaches 25 communities with important local news that's not available anywhere else.
That's us.



By the way, did you know that all those little ads in the back of this newspaper— the ones placed by people like you—are published in *all 12 newspapers?*
Therefore, when you advertise anything from a horn to a home, you will automatically reach this huge, interested reading audience.



What else can we say? We've had years of experience in publishing newspapers and are proud of our record for successfully putting home buyers in touch with home sellers.



In fact, we've just introduced **HOMELINE,****
a great new way to find out about open houses simply by using your touchtone telephone.
Be sure to mention it to your Realtor® so that when it comes time to show your home, it will be described on **HOMELINE.**

Observer & Eccentric
CLASSIFIED ADVERTISING
644-1070 OAKLAND COUNTY 591-0900 WAYNE COUNTY
852-3222 ROCHESTER ROCHESTER HILLS

Source: 1991 Belden Study, Observer & Eccentric Prime Market Area
**See HOMELINE information in our Classified Real Estate sections