

"Janet, everytime I tried to call you, I kept getting a busy signal! Thought I'd try just once more."

"Sorry, Marilyn, the phone has been ringing almost constantly since I placed my Family Want Ad. That's what I call response. And it gave me the results I wanted."



## Our Family Want Ad Plan is worth talking about

Speaks for itself. It's the quickest, most effective and least expensive way to turn idle goods into profit. Been wondering how to get rid of that old bike, baby furniture, golf set, fishing tackle, camera equipment, dining room suite, lawn mower, used car, etc.? Why wonder? The answer is The Eccentric's Successful Family Want Ad Plan.

You reach the market that's interested immediately. Think of the captive audience you begin with . . . your friends and neighbors read the Eccentric every week. Why not? It's America's outstanding suburban paper. Our Successful Family Want Ad Plan gives you 3 consecutive weeks, 15 words, all at a cost of \$2.90 (cash rate). And placing your ad is as easy as calling Midwest 4-1100. A friendly ad-taker will be happy to assist you in composing the most effective ad for your needs. Better than talking about it, place your ad today.

**NOT** **OR** **BUT**

**3** Consecutive Weeks **\$2.90\***  
For Only

\*Up to 15 words — no charge in copy in multiple insertions. Cash rate.

Successful Family Want Ad Plan

The Birmingham Eccentric  
Classified Ads

Birmingham, Michigan

. . . just phone MI 4-1100