

HEY, this is **NOT**
The Journal News
Classifieds.
Yes, it is.

It can't be. First of all, I can find everything I'm looking for. Welcome to the new Classifieds, only in *The Journal News*. Everything you wanted was there all along. But starting now, you'll be better able to pinpoint it at a glance. **No more corny 50's clip art? Not that I'll miss it.** It's part of our no-baloney approach that's worked famously for the rest of the paper. **And what deals!** Go ahead: compare our ads with those in other media. Don't forget to factor in local convenience (Postage? What for?) and our helpful, friendly Ad-visors. You'll soon make *The Journal News* your first choice, buying or selling. **And now with a layout that's easier on the eyes. No offense. None taken.**

reach
half a million
readers with
one easy call:

**1-888-
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(7 6 5 3)

The Journal News
Classifieds

**solutions for your
everyday**

Duh. ← It's
The Journal News Classifieds. Get it?

Got it.

It doesn't take a rocket scientist to figure this one out. *The Journal News Classifieds* section looks different. Is different. Makes a difference! It has the same stuff you're looking for — except now it's easier to find it. **Organization. What a concept.** What goes for the rest of the paper now goes for Classifieds, too. There's something to be said for uniformity, after all. So you'll see a clean layout, easy-to-find listings, cool icons and lots of stuff to buy. **Or sell!** Hey, why not? Reaching your neighbors instead of perfect strangers, it's a deal in itself. Just call our helpful, friendly Ad-visors to place your ad. **The Journal News Classifieds. Easy does it.** Our apologies to the rocket scientists out there.

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Keep reading.

The Journal News
Classifieds
is coming up.

Finish what you started. Reading *The Journal News* without opening the Classifieds? It's like stopping in the middle of the road. Or ending a phrase in mid-sentence. **Unfinished business.** You want to know what's going on, right? It's what you read the paper for. And we give it to you: news, entertainment, sports. But something else is going on — in a really big way — in that value-packed section toward the back. **Be wowed!** Think of *The Journal News* Classifieds as a giant bulletin board, only neatly organized. Find all kinds of stuff at a bargain (stuff you never knew you wanted!). Sell what you don't want hassle-free and affordably. **And you might just meet some nice people in the process.** *The Journal News* Classifieds: The must-see, must-read money saver — and maker. Now with a bold new look!

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Swish.

It's The Journal News Classifieds. 😊 HA

made you look

Okay, we might not be faster than a speeding bullet. Only Superman could claim that. But when it comes to speed, *The Journal News Classifieds* is the next best thing. **The point is, it always was.** And now, with a brand new look, super-organized categories, easy-on-the-eyes icons and same affordable price, our Classifieds unites people who want to buy, with people who want to sell — faster than ever before. **Fast is good.** This is the Digital Age, after all. But with Classifieds, you deal with real people, not screen names. You can visit the thing you want to buy instead of viewing it at 72dpi. (That rhymes.) Yes, some things are better the old-fashioned way. **The Journal News Classifieds: moving at the speed of...life!** We're sure Superman would agree.

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WAIT

You can't leave yet!

After all, what's your hurry? You're in *The Journal News Classifieds*. Land of Opportunity. Where dollars and deals are made! Leave now, and you might miss out. **Leave no page unturned.** And see what jumps out at you (figuratively, that is). Perhaps you're looking to fill the den with a wide-screen TV. Or the kitchen with a dishwasher (a mechanical one to replace the human one). Or the driveway with a car. Heck, maybe you're looking to put it all into a new house. You can find that here, too. **The power is in your hands. (So to speak.)** Use the power of Classifieds to acquire or unload — all on your terms. Our helpful, friendly Ad-visors are standing by, ready to guide you every step of the way. **The Journal News Classifieds: A real page turner, if ever there was one.** Keep reading and you'll see what we're talking about.

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Lost your amour FOR your armoire?



Kiss it goodbye.

Don't worry. These things happen. You loved it once but somehow it's just not the same any more. Enter *The Journal News Classifieds*, where you can sell that armoire — or anything else that suits your fancy — quickly and easily. Our organized categories (complete with cute little icons), and affordable rate make selling unwanted stuff an appealing proposition indeed.

The Journal News Classifieds: It's a keeper.

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Baseball cards,

**bedroom
sets**

and
**barber
chairs.**

Worlds are colliding.

Well, not really colliding. More like coming together. In *The Journal News Classifieds*. It's where all kinds of stuff — from the ordinary to the bizarre — get a temporary home before finding a permanent one, by uniting people who want to buy with people who want to sell. Fast. ***The Journal News Classifieds: where worlds (and hair stylists?) meet.***

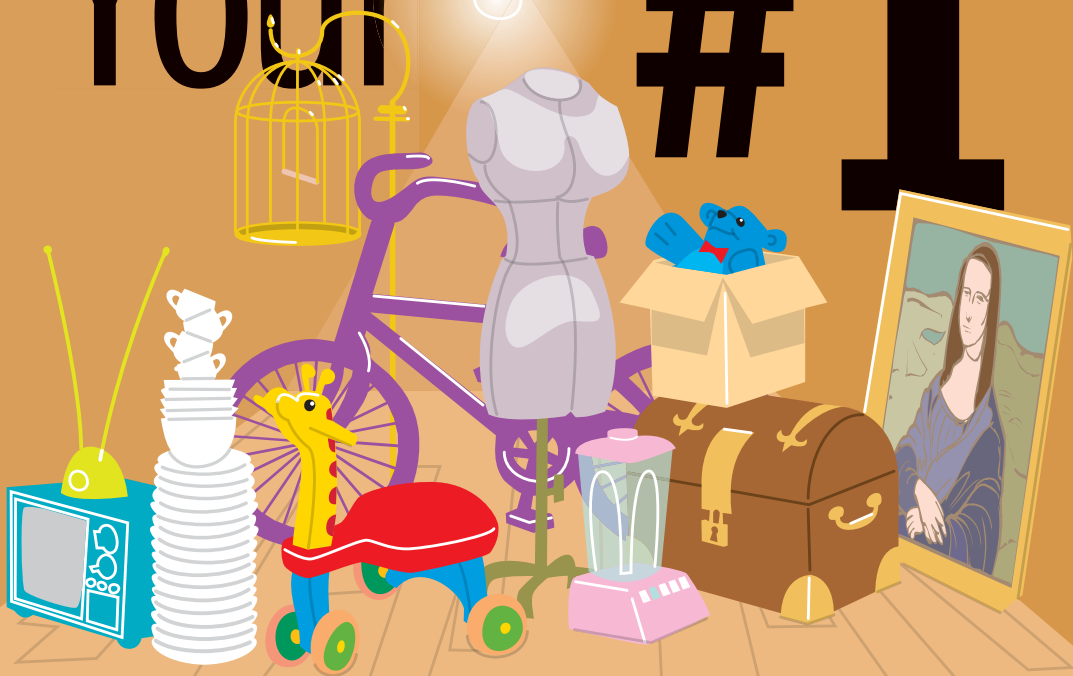
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Your #1



clutter-buster. (Batteries not included.)

Who needs batteries when you've got *The Journal News Classifieds*, the natural power of print, on your side? When you're looking to sell your stuff — or even host a tag sale — we'll plug you in to over half-a-million readers in Westchester, Rockland and Putnam. There's no better way to turn neighbors into customers, and clutter into cash. ***The Journal News Classifieds: The power is electric.***

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Radical idea:



Use the **garage**
for your **car.**

But wait — in order to move the car in, you've got to move your stuff out. Enter *The Journal News Classifieds*. Get rid of things you haven't used in years by placing a tag sale ad, and we'll spread the word to over half-a-million readers in Westchester, Rockland and Putnam. There's no better way to turn neighbors into customers and clutter into cash. ***The Journal News Classifieds: Your car will thank you for it.***

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Oh,

Auntie
Em,

there's
no place like home.

You said it, Dorothy. This might not be Kansas, but homes are flying high 'round these parts. *The Journal News Classifieds* will help you land the one that's right for you. We've got hundreds of the most up-to-date area listings — homes for sale, apartments, rentals, condos, *and* useful finance information to help make it all happen. ***The Journal News Classifieds: There's no place like it for finding a home ('round these parts, anyway).***

Homes

daily in **Classifieds**
Sunday in **Real Estate
& Home**

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(7653)

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**“Gainfully
employed.”**

**Good words
made even
better
together.**

But are they words to describe you? If “take this job and shove it” is something you’d just love to do, **stop! Search** before you shove, on your terms, with *The Journal News Classifieds*. Check out hundreds of the latest area listings for all types of jobs — careers, help wanted, specialty professions, temps, trades, you name it. Seek and you shall find. (Sound familiar?) **The Journal News Classifieds: Words that lead to gainful employment.**

Careers
daily in **Classifieds**
Sunday in **Careers** section

The Journal News
Classifieds

call **1-800-TJN-HIRE**
(856-4473)

**solutions for your
everyday**

Find your creature



Dr. Doolittle had it right, and *The Journal News Classifieds* is picking right up on it: **Life is better when you have a pet or two to call your own.** Be they furry, fluffy, fanged or fishy (try saying that 10 times fast!), find the ones you want to take home. *Or* find good homes for the ones you've got, just by placing an ad! ***The Journal News Classifieds: Doing Dr. Doolittle proud.***

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Oh sure, we know what gets YOUR engine going. **Our engines!**

Here's to the four-wheeled wonders of the world. Be they petite and sexy, big and beautiful, practical and sensible, sporty and topless (!). Whatever gets you going, take *The Journal News Classifieds* along for the ride — for ideas, that is! We'll entice you with great deals on cars, trucks, vans, SUVs, and more; new ones and even ones that have been around the block a few times. Looking to sell? We'll replace your car with cash...fast. ***The Journal News Classifieds: Vroooooom, vroooooom!***

Wheels
daily in **Classifieds**
Friday in **Wheels** section
Sunday in **Wheels Extra**

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