332 Mobile Homes For Sale

MANSION, 1982, beautiful 24 X 52, 3 bedroom, 2 full baths, Garden tub, fireplace, utilities, dining area, wood siding, single roofing, corner lot in Chateau Estates, Novi. $36,000. 669-5962

MANUFACTURED HOME on prime lot, Chateau Estates, Novi, Skyline 1977, 24x65, excellent condition, shingle roof, aluminum siding, 3 bedrooms, 1½ baths, central air, 5 minutes from 12 Oaks Mall/freeway. Good deal at $33,900. No Fri. evenings or Sat. calls, showing, leave message if not home. 624-0619

MOVING - Must sell. Redman 14 x 70, 3 bedroom with fireplace. Largest, most private lot in Novi Meadows. Call: 348-2209

NOVI/Farmington area. 1987 Victorian mobile home, 14x70 plus 8x36 tag. Shingle roof, 2 bedrooms, 2 full baths, garden tub, utility room, two skylights, builtin stereo system, all appliances. $39,000. Eves. 478-1649

1979 - 2 bedroom home with extras. Low down easy monthly payment, in Canton. Mobile HOme Brokers. 697-2433

333 Northern Property For Sale

BY OWNER - Burt Lake lot in Vincent Subdivision, paved road, underground utilities. $200-$250 - per foot frontage. Owner will finance.

LOTS IN Sturgeon Valley Sub near Indian River, paved road, utilities, 2 lots for $5,000 or $2500 a piece. $500 down. Owner will finance.

33 ACRES in Cheboygan County near Topinabee & Mullett Lake. $10,500 with $500 down. Owner will finance.

INDIAN RIVER CONTRACTORS
Pete August (616)238-7136
After 5pm (616)548-5115

CADILLAC HARRISON, 2 bedroom modern cottage, 2½ acres with Lily Lake privileges. Best offer 349-6833

CLARE AREA - 2 bedroom lakefront ranch, maintenance free, 2 car garage, sandy beach, $54,900. 873-5201 or 517-588-4103

GLEN ARBOR
REALTY INC.
Properties of Quality & Distinction

GLEN LAKE - Private 200 ft. prime sandy beach frontage on east shore. Unique excellent quality 2 story home about 5000 sq. ft. $298,000.

HOMESTEAD - PRIVATE HOME. Cedar & glass contemporary 5 bedrooms, 3 baths, loft, decks, vaulted ceilings, full basement, 2 car attached garage. Fully furnished. Excellent rental. $189,500.

HOMESTEAD - South Beach Condo on Lake Michigan. Ground floor, 4 bedrooms, 3 baths, kitchen with all appliances, full basement, approximately 2300 sq. ft., Furniture negotiable. $250,000.

ALSO resale condos at Homestead priced from $58,900 to $250,000. Glen Arbor Foothills Motel for sale - 8 units plus 3 bedroom residence, coffee shop on 6.6 acres. $150,000. 10 acres vacant hilltop land overlooking Lake Michigan. Perfect to build 3 summer residences.

FOR FURTHER DETAILS CALL:
STEVEN NETHERTON - BROKER
GLEN ARBOR REALTY INC.
(616)334-3056

GRAYLING AREA
10 Acres on or off water. 8% land contract. Wooded. Near I-75. 587-1927

HOUGHTON LAKE AREA - Mid Forestlodge membership/2 bedroom mobile with 15 x 30 greatroom. Excellent hunting & fishing. 652-4326, 652-1563

333 Northern Property For Sale

LAKES OF THE NORTH, must sacrifice, prime 1 acre lot, over looking golf course, in Country Club Manor. After 5pm. 355-3424

LELAND
WATERFRONT HOME

5 bedrooms, 2 baths, stone fireplace, dock. Screened porch overlooking the water. 200 ft. of N. Lake Leelanau frontage. Call Mike Street: 616-947-3520 Eves: 616-941-8894

COLDWELL BANKER
SCHMIDT REALTORS

LOVELY 2 bedroom condo with excellent view of East Bay and Harbor, located on Elk River, 1 block to downtown Elk Rapids. Owner Agent. 644-3600; 645-9837

Many lots available in Birchwood Farm Estate—prices starting at $15,000. Enjoy swimming, tennis, golf and all the other ammenities of this country club lifestyle. Call "Harbor Springs' oldest real estate firm." Ask for Ken Rabidoux.

HEMINGER-PEDERSEN
REAL ESTATE, INC.
(616) 526-2178

MICHAYWE
Lot, by owner, near clubhouse on Pine River trail. $8,200. 474-4511

OWNER MUST RAISE CASH
From $40 per ft. Located 30 mi. S.E. of Traverse City. All, or part to compatible party. 2200 ft. on meandering, crystal clear, mountain like trout stream, 15 to 20 ft. wide & abundant with picturesque cascades from boundry to boundry. The rushing water may be heard from a great distance away. Truly beautiful & private. 800-643-0302 Ext. 780 anytime or 517-799-2258

SHELBY
OPEN SUN 2-5
2904 Kingsview. Come, see this custome built ranch located on a parklike setting in Shelby. This home features 4, possibly 5, bedrooms including a master bedroom with walk-in closets and full bath. Other highlights include a formal living room, dining room, 1st floor laundry, full finished basement and 2½ car garage. $149,900...853-0200.
SCHWEITZER REAL ESTATE
BETTER HOMES AND GARDENS

TRAVERSE CITY Area, Sugar Loaf Resort, wooded lot, 65'x165', skiing swimming, tennis, adjacent to golf course. $7,500. 313-683-6451

UNIQUE 300+'
Lakefront Property
GAYLORD, MI.
9 Acres on Otsego Lake. 4 houses. Main house built 1915. 4 bedrooms, 3 baths, renovated wood-burning fireplace. $178,000. For brochure, call Judy, 8:30-5pm 313-478-1910

WALLOON LAKE CONDO
3 bedrooms, 2½ baths, furnished, 500 ft. beach. By Owner. $149,000. Call Collect: 704-456-8169

WEST BRANCH, 2 bedroom, panoramic hill top setting, 200 ft. water front, large living room, dining room, new kitchen, 2 car attached garage. $59,000. Scofield Realty. Days, 647-6660 Eves. 646-1413

334 Out Of Town Property For Sale

BRIGHTON AREA, 1 acre, walk out site. 75% wooded. Brighton Schools. It's been Perked and Surveyed. $27,000. 227-5002

336 Florida Property

SPECTACULAR GULF and bay properties available for residential or commercial use. Call B. Rothstein: 813-953-7885

336 Florida Property

FLORIDA GOLF COURSE & WATERFRONT LIVING MADE EASIER
Limited amount of beautiful ¼ acre building sites. Direct access to Gulf of Mexico. Includes seawall, city water & sewer, in fully developed neighborhoods. From $25,995. A retreat from congestion yet easily accessible. Outstanding investment opportunity. Brokers protected. B.M.G. & Assoc., local marketing agent. Call 351-2353

MARCO ISLAND - 1 bedroom condo on Florida's nicest resort, fully furnished, beautiful complex of 99 garden-type condos on Gulf, perfect for retiring couple or young couple looking for good investment. Priced to sell at $58,500. Terms available. Call 9-6PM, leave message if no answer. 729-4440

STUART, FLORIDA
Spacious 2 bedroom, 2 bath, unfurnished water front condo at Circle Bay Yacht Club located on & facing the St. Lucie river, with complete docking facilities & ocean access for boat owners. Available features include: heated pool, Jacuzzi & saunas, a billards & game room, lounge & full kitchen & large wooden deck area on the water. Will lease or sell on L.C. Call Ely 559-8686 or 681-5932 or Mel 305-487-5873

338 Country Homes For Sale

BEAUTIFUL, secluded executive quad. Deck & balcony overlook 30 acres. Large family room, Driftstone fireplace, formal entrance & dining room, 4 bedrooms, 2½ baths, 2 car garage. $143,000. Between Pinckney & Stockbridge. 517-851-7126

BRAND NEW 3 bedroom L shaped ranch with Driftstone fireplace & double French doors, 2 baths, 2½ car garage on 3.6 acres with lake access. 20 minutes N.W. of Chelsea. $82,000. 517-851-7126

HORSEMAN'S PARADISE
Ortonville, MI. 8 fenced acres, Apple Orchard, abutting 4500 acre Ortonville Recreation Park. 30 miles from Birmingham; offering equestrian campgrounds, horse trails, fishing, boating, bathing - on Big Fish Lake, Cross Country skiing, deer hunting, rifle trap range, overnight modern Camp Grounds - under the supervision of D.N.R. Completely remodeled brick farm house; living room with large fireplace, dining room, 4 bedrooms newly carpeted, double size modern kitchen. New heating, wiring & plumbing. L.C. Sale! $149,500., $30,000. Down. Call: Leslie H. Hudson, Hudson Developments, 668-1000

339 Lots and Acreage For Sale

BIRMINGHAM
Vacant lot.
Zoned residential.
$25,000. 644-8800

CW24: 10 Beautifully wooded acres West of Kalkaska. Borders state land, many deer. Survey and Title insurance. $8,500 with $100 Down, $85 per month. 9% Land Contract. Call 1-616-938-1097 or write Northern Land Company, 5875 Andorra Drive, Williamsburg, MI., 49690.

Downtown Birmingham
Extraordinary one-of-a-kind lot. $65,000. 547-6583

FARMINGTON HILLS. Custom 1 Acre lots in exclusive Windwood Pointe. Heavily wooded, rolling terrain, river frontage, water, sewer, paved roads. 474-4713 or 471-7318

FENTON
20 high tree filled acres 2 blocks from city limits. Perked. Can be divided. $65,000. 629-1633

FOUR acres, homesite, 9 Mile & Napier, wooded, pond, private road. $55,000. 348-1684 or 425-0090

HAMBURG AREA
1½ to 2½ acre lots on Strawberry Lake Road. (313) 231-2495 or 231-2972

339 Lots and Acreage For Sale

INDUSTRIAL LOTS - 3-32 Acres, sewer & water. Van Born & Sheldon Rds. Priced from $4000 up per acre. FEHLIG REAL ESTATE 453-7800

LAND IN MILFORD
12 Acres, wooded & stream. Call 541-6773

LARGE WOODED LOT on Cul-de-sac in Hunter's Creek Subdivision. North of Walton, West of Adams. Call 370-0249

MANISTEE County - 80 acres prime deer hunting, hardwood & pine, restorable doublewide, $30,000 or best offer. 616-882-9626

MILFORD - 3.11 acre homesite on cul-de-sac in Old Milford Farms Sub. $65,000. 626-6346

NORTHVILLE TWP. - 1.68 acres. Beautiful view, privacy. Great building site. Perks. 7 Mile Beck area. $65,000. 349-5757

N. OF ROCHESTER - Highway frontage. 60 + acres. Slightly rolling. Partly tree covered, $1,895. per acre. Leave message 362-2157

ONE ACRE improved building sites, City of Wixom, private asphalt road, five minutes from Twelve Oaks. Custom built homes, your lot or ours. 360-2348 or 624-9883

ORION TWP. Premium lot, 95x170, backs to woods, on cul de sac; facing Voorheis Lake, with Lake privileges. Area of prestigious homes. $44,500. 373-9092

PINCKNEY - 10 acres, wooded area, across from Cedar Lake on Cedar Lake Rd., $19,900 or best offer. Terms. Call: 459-0573

PLYMOUTH - duplex building site, $22,500. FEHLIG REAL ESTATE 453-7800

PLYMOUTH SCHOOLS - Beck Rd. Beautiful, wooded, acre lot. Perk OK, gas available. $25,000. 455-2036

PLYMOUTH SCHOOLS. Superior Twp. 9 acres of beautiful rolling land. Build your dream home and enjoy the amenities of Plymouth & Ann Arbor. $15,000 per acre.
Call MARDA BENSON
Re/Max Boardwalk 459-3600

SALEM TOWNSHIP - W. of Northville, 2.7 acre parcel. Perked, underground electric. Nice building site. *Last parcel left.* 437-1403

SOUTHFIELD, Wildbrook, N. of 12, E. of Telegraph. 1.380 acres, too beautiful to describe. $55,000.
Call Helen Harper
Real Estate One 559-2300

SPECTACULAR private treed lot on cul de sac, Franklin, Lone Pine area. Bloomfield Hills schools. Almost 1 acre. For sale or build to suit. Ask for Mr Schefman. 644-2066

SPRINGFIELD TOWNSHIP - 15 acre wooded parcel, off natural beauty road, pond, rolling land. Mr Grossman 655-1545

VERY, VERY Nice residential building site. Village of Beverly Hills; Birmingham schools & mailing. Heavily wooded, located on the ravine of Long Bow Court. $86,500. Call 313-625-3770

WAYNE - multiple building site, $10,000. FEHLIG REAL ESTATE 453-7800

WEST BLOOMFIELD-1½ acres, secluded, rolling woodlands. Tri-level site. $78,000. Call 5pm-7pm Only! 851-3145

WEST BLOOMFIELD-3 acres. Wooded seclusion on Franklin river ravine. A rare parcel, one building site for small estate. $175,000. 5pm-7pm only. 851-3145

WING LAKE
Beautiful treed lot, lake privileges, survey and plot plan. Asking $56,000. 647-6583

WING LAKE
Lakefront lot. New underground utilities. Mentag Development 646-2250

339 Lots and Acreage For Sale

WEST BLOOMFIELD
RESIDENTIAL - 10 LOTS
Approx. 50 x 115 each, sewer and water coming. L.C. terms available. $115,000 for all.
O'RILLEY REALTY
689-8844

340 Lake-River-Resort Property

BOAT PERSON'S DREAMHOUSE - Clinton River - close to lake. 3 boatwells, no maintenance, extrodinary design & materials, all new, all the extras, incredible view. $325,000. 465-7523

CHAIN OF LAKES ACCESS
Unique rustic chalet style home on ¾ acres with private Strawberry Lake access & docking. Almost 1900 sq. ft. with 3 bedrooms, 2 baths, finished family room with 2 built-in oak desks, wet bar, Hearthstone stove & more. Beautifully landscaped for outdoor living. $115,000. 1-231-2576

LAKE CHARLEVOIX (Boyne City)
Furnished 2 bedroom condo with boat slip, $119,000. Century 21 Kowalske & Assoc. Linda Felton 1-800-431-2121

LAKE COLUMBIA: Back Lot - in Irish Hills. 79x130 - for $3,750. Call after 5pm. 531-5026

LAKE OF THE North, Gaylord. 1 acre wooded lot. Lake access. Best offer. After 6pm. 476-2713

MACKINAC ISLAND. New victorian style condominums. 2 & 3 bedrooms, 2 full baths, balcony, Straits view. $84,500 to $114,500. Also rentals. 906-847-3769

VACATION PROPERTIES NETWORK

FREE PROPERTY GUIDE
Come in and pick up our FREE 52-page Property Guide to Northern Michigan lakeshore homes. Or call 645-6700 and we'll mail you a copy. While you're here check out our collection of photos and information on 1,000's of lakeshore, suburban, commercial and in-town properties FOR SALE in the vacation areas throughout Michigan, Wisconsin, Minnesota & Vale, Colorado.

Here's a sample listing:

CHARLEVOIX
Spectacular view of Grand Traverse Bay. Lovely home on large lot with 164' of prime frontage. Sand beach, deck, 3 bedrooms, 1½ baths. $120,000.

For more information about vacation property call:

645-6700
1-800-635-6655

Resource Center Hours:
9:30AM-9:30PM, Mon-Fri
9AM-6PM Saturday
Noon-6PM Sunday

VACATION PROPERTIES NETWORK
700 North Woodward Ave.
Birmingham MI 48011

342 Lakefront Property

ALL READY for summer! Family room, country kitchen, deck lake views, lake access, near Cass Lake. Asking $68,900, $53,500 balance, 29 years 10% - total payments $608, need $15,400. No employment or qualifying. Call One Way 522-6000

ALL-SPORTS LONG LAKE: Hartland Twp., M-59 U.S. 23.. 45 beautiful acres, former Golf course, lake frontage & privileges. Sell outright at $250,000. or joint venture with qualified Builder/Developer. Ready Now! Call J. Zyskowski, 646-6848

BURT LAKE - 4 large bedrooms, 2 baths, 1 floor, 2400 sq. ft., 170 ft. frontage, bath house, garage. Also good rental. $115,000. 644-6159

CASS LAKEFRONT
3 bedrooms, 2 baths, den, decks, dock, $212,000. Owner 682-1178

342 Lakefront Property

A BARGAIN!
Cash for property, any condition, or will assume any mortgage. Call 565-0611

ENJOY LAKE LIVING in this sharp 2 bedroom home on Long Lake. Knotty cedar interior, maintenance free aluminum outside, large Florida room to let the sunshine in, covered patio, Hartland Schools. $85,900.

INVEST IN A LIFESTYLE with this lovely, quality built raised ranch on 10.8 private acres with 358 ft. frontage on scenic, peaceful Whalen Lake. 32x50 barn is set up for horses plus extra storage. Home features a fabulous kitchen/dining/living room area with a beautiful brick fireplace and 4 bedrooms, Hartland Schools. All this and more for $258,000.
England Real Estate 474-4530

Executive Home
90 ft. frontage on lovely Pleasant Lake in private sub, convenient to Ann Arbor, 3 bedrooms, many custom amenities, includes 2 extra wooded lots. $168,000. Cash or land contract. By owner, 1-428-7858

HOWELL, Cedar Lake 3 bedroom, year round, newly renovated, quiet all sports lake. $82,000. Land contract available. (517)548-1911

LAKEFRONT- North Shore Sylvan Lake. 3 bedrooms, 2 full baths, large kitchen, 2 fireplaces, rec. room, walk-out lower level, Florida room, central air, sprinkling system, alarm system, 2 car attached garage, plus many other extras. 2800 sq. ft. $195,000. Buyers Only Please. After 5pm: 673-5907

LAKE LIVING - Keatington. Main floor ranch. *2000 Sq. Ft 3 bedrooms, 2 full baths, 20 x 20 family room. Across street from beach on all sports Lake Voorheis. Many extras. By owner. $119,900. 391-0088

LAKE SHANNON
ESCAPE to Private Lake Shannon where cool breezes & sunset views enhance this spacious 3 level modified chalet nestled in over an acre of pines with 117 ft. of lake frontage. Balcony view 2 story greatroom with massive stone fireplace & walls of glass, plus library/media room opens to lakeside redwood deck overlooking landscaped patio with doorwalls to informal living areas. 4-5 bedrooms, 3 baths, every convenience for luxurious lake living. $289,000.

LAKE ACCESS - Tremendous Southern lake view from high hillside pine forest. Walk to nearby private waterfront park. $34,000.

Sylvia L. Cole Real Estate Broker
829-4181

Lower Long Lakefront
Magnificent setting surrounds this 4 bedroom, 3 bath colonial, very spacious bedrooms, bright Florida room, pool on lakeside and more. $430,000. Ask for..
Vivian J. Wilson
REAL ESTATE ONE
681-5700 360-0690

PINE KNOB AREA - Spectacular 110' frontage on all sports Lake Oakland, 2400 sq.ft. 3 bedroom, 2 bath ranch. $195,000. 674-2601

SAGINAW BAY- S. of Caseville, 50 ft. lake frontage, sandy beach, furnished, sleeps 8. Fireplace, BBQ, $69,000. After 4:30pm 352-6897

UNION LAKE
2 bedroom ranch, 1 bath, 1 car garage. By owner. 360-0605

UPPER LONG LAKE Canal Front. Approximately ½ acre buildable lot. Beautiful wooded setting with lake view. $225,000.
ASK FOR KAREN WARNER
Merrill Lynch
Realty
646-6000 647-7757

342 Lakefront Property

PREMIUM CASS LAKE FRONTAGE
On private penninsula with superb beach & view. 3 bedrooms, 2½ baths, 2 fireplaces, great room & much more! West Bloomfield Schools, Orchard Lake Village. Realistically priced: $295,000. Eves: 683-1478

WALNUT LAKE - BY OWNER
3200 Sq. Ft. home on 285' waterfront on all sports lake. Call: 851-3583

WOLVERINE LAKE
Open House Sun. 2-5. Great lake frontage, 3 bedrooms, 2 fireplaces, garage. $139,750.
509 Laguna. Call Rich Johnson.
Earl Keim Colony Lakes. 624-7100

348 Cemetery Lots

ADJACENT cemetery lots, 2. White Chapel Garden of Prayer. $650 each 674-2756

CHRISTIAN MEMORIAL Cemetery - 2 lots, "Garden of Creation", in Rochester. Best offer over $2000. 747-2796

NATIONAL Memorial Gardens, Redford Twp, 4 lots. Will sacrifice. $200 each. 591-1077

Three lots in Oakland Hills Memorial Gardens. Will sell all or part. Call 455-1459

TWO graves, Oakland Hills cemetary, $400. 474-4654

WHITE CHAPEL: Garden of Pray, 2 spaces, Section 351. $650. each - or offer. Call after 5:30pm, 623-9145

351 Bus. & Professional Bldgs. For Sale

PLYMOUTH - lease option to buy, very visible NW corner of Joy & Main St. Residential & professional use. $1000 month. Available Aug 1. 455-5132

352 Commercial / Retail

DOWNTOWN ROCHESTER
User/Investers - retail/office.
Excellent location, good cash flow. 335-1043

FOR SALE
1.32 acres on Wayne Rd., Westland, MI. ALL UTILITIES.
Call Lauren Bruseloff
261-5080
Thompson-Brown
Realtors
COMMERCIAL-INDUSTRIAL DIVISION

FOR SALE
-4 ACRES
P-S, Livonia
-COMMERCIAL CORNER
CB-4, Westland(Gas Station?)
Call Bill Vaughn 261-5080
THOMPSON-BROWN
REALTORS
COMMERCIAL-INDUSTRIAL DIVISION

354 Income Property

MUST SELL! 4468 Cicotte, Michigan/Martin. Income (Now rented). $14,900. L. C. $1500 down. $260 mo. Days, 581-1821: Eves, 420-0116

PLYMOUTH - 3 unit income at 14429 Northville Rd. Excellent income, good location and in good condition. FEHLIG REAL ESTATE 453-7800

358 Mortgages & Land Contracts

A BARGAIN!
Cash for Existing Land Contracts
Second Mortgages @ Highest $$$
Perry Realty 478-7640

358 Mortgages & Land Contracts

CASH FOR LAND CONTRACTS
Fast local service
Central Mortgage Corp.
1-800-824-7528 or 313-792-6313
Eves & Weekends 313-792-8274

NOW BUYING
Land Contract out.
Call Roy Hacker
476-7000.

USA
Financial Mortgage
MORTGAGE LOANS
FOR ANY GOOD PURPOSE
$15,000 TO $150,000.
Market Rates, Nominal Discounts.
8 AM to 8 PM Daily.
524-9366

7½ %
A.R.M. A.P.R. Slightly Higher
● ASSUMABLE
● CONVERTIBLE TO 30 YR FIXED
ALSO ANNOUNCING
E-Z MORTGAGE
● NO EMPLOYMENT VERIFICATION
● NO INCOME TAX STATEMENTS OR W-2
● NO BANK VERIFICATION
626-6676
ACTION MORTGAGE GROUP INC.
Rates Subject to Change without Notice

360 Business Opportunities

ARCADE - POOL ROOM, large, profitable. Also Topless Lounge, great location. Call Agent. 855-3512

DOWNTOWN Plymouth Yarn Shop Retail & classes. Must sell. Start new job in two weeks. Best offer. Inventory, fixtures & customer list. 455-4242

GENERAL STORE, 10 miles W. of Alpena. Well established w/liquor license. Additional rental income with home & garage. 517-379-4458

MOVE OVER
MA BELL!
Recent deregulation in the telecommunications industry has opened a unique opportunity for private individuals. Local pay phone route for sale, established company. No selling, collection only. Investment totally secured by equipment. All cash business. 20 hrs. per month. Become part of a $4 billion industry, minimum investment of $9,950. For info, call Mr. Goff at 543-3877

360 Business Opportunities

CHILDREN'S Bookshop in a top location. Owner moving & must sell. Call to see how easy & inexpensively you can be the owner of this growing business. After 6pm 380-2530

MUST SELL - Construction company. Interior renovations. Excellent Birmingham location. Owner negotiable. 647-7780

PETOSKEY, small grocery store, across from state park. Jack Van Treese & Associates. 616-347-3943

PIN & MAGNET manufacturing business. Nationwide cliendle, but also suitable for craft show business. Perfect for home based business or small factory. Begin manufacturing immediately for only $7800. Call 459-1412

REAL ESTATE OFFICE
Desireable visable prime W. Bloomfield location, 1,350 sq. ft. Maple & Orchard Lake Area. Nicely furnished & fully equipped. For details call: 855-2200

RESTAURANT - 5,000 SQ.FT. New Liquor License available. Excellent building, lease, rent & location - Terms. Call: William Wood, Business Broker, William Wood & Assoc., Ann Arbor, 662-7773

UNIMAX - the business opportunity of the century. Fee paid for serious opportunity seekers. Call George 459-8230

VIDEO STORE
Novi-Northville area. Well established store. Turn-key operation. For information: 348-7959 or 227-3279

1000 SUNBEDS
SUNAL - WOLFF
SAVE UP TO 50%
Call for FREE Color Catalogue & Direct Prices. 1-800-228-6292

362 Real Estate Wanted

ABSOLUTELY CASH
In 8 hours for your home.
Any condition
Call Ron 459-3400

CASH TODAY
OR
GUARANTEED SALE
Also if in Foreclosure
Or Need Of Repair
Castelli
525-7900

FIRM OFFER to buy your house will be made after you CALL THOMAS.(Cash or terms) 729-2226

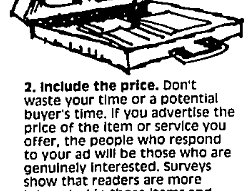
358 Mortgages & Land Contracts

9¼ % 3 Year Fixed Renewable
9¾ % 15 Year Fixed
Minimum Mortgage $45,000
BROOKSIDE
MORTGAGE CORP.
358-0350
22511 Telegraph • Suite 205
Southfield, MI 48034
Rates subject to change without notice
APR slightly higher

WRITE IT AND REAP!

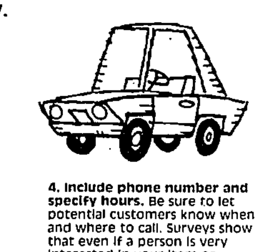
Writing a classified ad that gets results—whether it be for real estate, employment, the personals, transportation, or merchandise— is easy if you follow the guidelines below.

1. Give the reader specific information. Pretend you are someone reading the classifieds. What would you like to know about the item, service or job you are advertising? Be sure to add details such as color, size, condition, brand name, age, features and benefits. Be accurate! Don't embellish your ad with misleading information. Stick to the facts and reap the rewards!

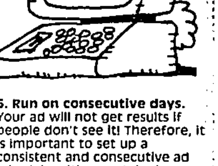


2. Include the price. Don't waste your time or a potential buyer's time. If you advertise the price of the item or service you offer, the people who respond to your ad will be those who are genuinely interested. Surveys show that readers are more interested in those items and services they know are within their price range.

3. Avoid abbreviations. Don't make a potential customer work too hard! Although you may be tempted to cut down on the cost of your ad by using abbreviations, surveys indicate that many people don't understand such abbreviations as EIK (eat-in kitchen) or WSW (white side wall) tires and won't take the time to figure them out. A confused reader is a disinterested reader. Get the most for your money and use complete words.



4. Include phone number and specify hours. Be sure to let potential customers know when and where to call. Surveys show that even if a person is very interested in your item or service, he or she will not call back after the first attempt. Stay near the phone during the hours you indicate you will be available. Don't risk missing a sale!



5. Run on consecutive days. Your ad will not get results if people don't see it! Therefore, it is important to set up a consistent and consecutive ad schedule with your telephone salesperson or outside sales representative.

NAME ______________________ PHONE ____________
ADDRESS ______________________________
____
MESSAGE ______________________________
____
____
____
____

Use this form to write your classified advertisement before you call...or fill it in and mail to:
The Observer & Eccentric Newspapers
36251 Schoolcraft
P.O. Box 2428
Livonia, MI 48151-0428

Observer & Eccentric
classified ads

644-1070 Oakland County
591-0900 Wayne County
852-3222 Rochester-Rochester Hills