436 Office / Business Space LANGE WINDS

Can or Stop II; HO SERVICES & OFFICES Laurel Park Place, Liverna Opening Mid January 591-7799

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436 Office / Business

PLYMOUTH-DOWNTOWN Office space, 250 sq. ft \$250 monthly plus electric 455-6624 or 454-0151 AOUTH - Just redecorated 550 ff. sure - ideal location. Physic enen \$10.65 per sq. h. includes h. plus ulables 455-2900 (TIAC - 7.4----entrance \$10.50 455-750.
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PONTIAC - 2 room office, Otthard
Late & Middebett 1375 month, all
ulates included, Call Karen
332-2700

REDFORD DELUXE OFFICE SUITES FOR LEASE 24350 JOY RD.

Beautiful 2 story building with underground parting . Low rates including utilities . Two room suite A up . Professionally managed.

CERTIFIED REALTY, INC. 471-7100

REDFORD OFFICE 24821 5 Mile Rd, West Of Telegraph

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313/462-1313

Bloomfield Hills • Troy • Livonia • Southfield

Fairwood-West



Now-Leasing

NOW-Leasing
New Office Village

1 Minute from 1-275 6 Ann Arbor Rd.
Beautiful individualized Suites
Private Entrances - Private Baths
Partitioning Suites Available
- from 0-25 to 50 sq. ft.
- 1000 to 1125 sq. ft.
- 1000 s

455-2410

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 avoertising? 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 advertisel he 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 Elk (each kitchen) or Wswitches in the work of the



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.

MESSAGE	
M200/10R	

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

Use this form to write your classified advertisement before you call...or fill it in and mail to:

The Observe & Eccentric

Observer & Eccentric classified ads