523 Attorneys Legal Counseling

CIVIL RIGHTS
Employment Rights, Criminal, Bankruptcy, Personal Injury. Attorney Robert Levin 557-0070

600 Personals

ADOPTION - Couple with lots of love seeks a newborn to share secure home & happiness. Call anytime 442-0798

ANXIOUS AND DEPRESSED
A home support group for nervous disorders starting Nov. 13th at 1 p.m. in the West side please call 258-3444

A CINGLES CRUISE 3/16/91 Presentations Sheridan Oaks Mon/Thurs Nov 8, 7:30pm RSVP or for info 1-800-544-0007

BRIDAL GOWNS, $99.95 regular $400 to $900. Select group $199.95 to $750. regular $400 to $700. Head pieces $49.95, regular $100 to $300. Elizabeths Bridal Manor, 402 S Main Northville 348-2783

FED UP?
Taxes, Deficits, Politicians, Courts, Criminal Bankruptcy, Political Prisoners, Murders, Planned Wars, Dope, Assassinations, Destabilizations. You Pay the Bill. Write to: PolEcO, P.O. Box 389, Walled Lake, MI 48390

FRANKLIN RACQUET CLUB - DMM Membership for couple $200 Call Denise Days 645-7319

FREE - CHRISTMAS TREE, 50 high, beautiful Blue Spruce, ideal for municipality, church or company. Free if you cut and take. Call 644-5194 or 645-1483

HOCKEY NIGHT Out Nov. 23, includes game tickets, bus transportation & more 326-4498

NEW KIDS On The Block, 2 tickets for Thurs Nov. 15th at Joe Louis Call 484-3792 or message 464-2623

FRIAR'S TO ST. CLARE Pray nine Hail Marys once a day, for nine days. On the 9th day publish this prayer & wish for three things. Even though you don't have faith, your prayers will be answered W.E.O.

TAKE DESTINY
INTO YOUR OWN HANDS!
A low key, fun-filled avenue for meeting other singles while on vacation! 4 days, 3 nights Winter Getaway in Sault Ste. Marie, Canada. Enjoy skiing, great food, great accommodations & great company for singles between 25 & 35. Must reply by Nov. 15. For information: Destination, 1518 Montclair, Ann Arbor, MI 48104. Terri Moore, 747-8122

WALDEN WOODS 3 yr. camping membership, best offer. Must sell! 591-6449

WITNESSES- accident on Nov. 1, around 1pm. Northfield Pkwy., Long Lake. Please 641-5948 or 583-8046

602 Lost & Found

FOUND-Cocker Spaniel, reddish blonde, male wearing collar, no tag Redford Twp. Winston Street & Plymouth 10/27/90 537-6518

FOUND, gray & white cat, declawed, 7 Mile & Northville Rd. area. Call 9am-5pm 387-6565

FOUND Huskie female and her 3-4 month old male puppy. Both tan with white markings, brown eyes and just darling. Female about 20 inch. Up for adoption to good home. Call 425-0453

FOUND - White and tiger, semi long haired cat. Franklin & Lone Pine Rds. 851-6607

FOUND Young female shepherd. No collar. 6 Mile & Telegraph area. Call 532-0076

FOUND 1 year old male puppy. Salt & pepper terrier type. 11/2/90 in the 7 Mile/Inkster area 532-2615

LOST CAT, Male Calico. Vicinity Palmer/Avondale, Westland. Reward. 933-6902 or eves 722-3025

LOST CAT White with orange spots on back, orange tail & head. Answers to "Squeaky". $200 Reward. Call 533-4533

LOST, Cocker Spaniel, buff, female, 8 years, red collar, in Maple - Lahser area. Reward. 645-9630

LOST Fuji compact DL400 camera, at either Mannelis Restaurant, Troy or Lawson Middle School, Troy on Oct. 27. Please return it and save my marriage 643-0668

LOST in Newburgh & Mile area medium size beige cockapoo, family pet. Please return. Reward $200. 338-3353

LOST Male Yorkie, about 5 lbs. Joy Rd-275 area. Broken hearted family offering REWARD 455-8884

LOST, Medal & chain, Crowleys Eng. Ring room, Livonia Mall, Thurs. 10-25. Keepsake. Reward 464-8468

LOST - REWARD Female sealpoint siamese, answers to "Peaches", sadly missed by owner & kitty family N. Woodward area. Please call anytime. 645-1840 or 589-1777

LOST - Springer Spaniel, female, brown & white, Ann Arbor Rd. & Beck. Reward Call 455-5846

603 Health - Nutrition Weight Loss

FRANKLIN Health & Racquet Club Memberships (2) - best offer 626-1210 626-1421

VIC TANNY Executive Club VIP membership $50 per year dues $1,000 firm 681-0859

VIC TANNY - Lifetime VIP Membership $700. Call Rick, leave message, will call back. 617-232-2599

VIC TANNY (2) VIP Memberships. Accepted all over 2,000 clubs nationwide. Originally $1,500 each, will sell $2000/best for both 548-1307

606 Legal Notices

A PUBLIC SALE will be held for repossessed Allen Automotive Diagnostic Equipment. Inspection & bids can be made between 11am-12pm at 24310 Indoplex Circle, Farmington Hills MI on Nov 9, 1990

NOTICE IS HEREBY GIVEN
The annual report of The Gornick Fund (Mr. Alan L. Gornick, principal manager) will be available at its principal office, 1533 N Woodward, #115, Bloomfield Hills, MI for inspection during regular business hrs. by any citizen who requests it within 180 days, after date of publication.

Notice To Potential Claimants
The corporation James T. Mimura, M.D., P.C., formerly known as Oakland Ear, Nose and Throat Center, P.C. (the "Corporation") filed a Certificate of Dissolution effective August 31, 1990. Pursuant to the Michigan Business Corporation Act, MCLA 450.1842a, the Corporation is publishing notice of such dissolution to all potential creditors. Any claimant which believes it has a claim against the Corporation must send such claim, including the amount, (products or services purchased, name and address of the claimant and copies of any invoices, receipts or other documents evidencing such claim, to the Corporation at the following address: 15447 Woodward Dr., #2, Farmington Hills, MI 48331. Such claims will be barred unless the claimant commences a proceeding to enforce the claim against the Corporation within one (1) year after the date of this notice. Any claim received after the deadline will be barred pursuant to MCLA 450.1842a

PLEASE TAKE NOTICE That on Dec. 8, 1990 at 10am The Space Place self storage will conduct a sale by auction by sealed bid for cash only at 515 S. Telegraph, Pontiac, MI to satisfy the self service storage lien against Richard Rosin, contents of unit 206 and Mark J. Scott, contents of unit 42

608 Transportation & Travel

AIRLINE Ticket From Metro Airport to Orlando, one way $100 Call 981-0778

AMERICAN WEST airline ticket for sale $500 value, asking $275. Must be used by Nov 22. Call 682-4029

LAS VEGAS, 1 ticket, leave Nov 15 Return Nov. 19, $195, round trip 852-0957

SAN JOSE, CA. from Detroit Metro Nov. 14, 1 way, 1stop $100 626-5393

608 Transportation & Travel

TICKETS (2) from Detroit to Ft Lauderdale 1 way, 1 for Nov. 4, other Nov. 5. $75 each. 932-0543

TWO AIRLINE tickets anywhere Southwest flies. Reasonable. Call between 8pm-10pm. 879-1837

2, ONE WAY tickets to CA, leaving on Nov. 13. $120 each Call after 7pm 661-6314

700 Auction Sales

ANTIQUE AUCTION
Friday night Nov. 9, 6pm.
Preview 5pm at Romulus Progressive Club, 11580 Ozga Rd., Romulus

Take I-275 south to I-94 west & exit Haggerty Rd., go left or south 1 mile to Huron River Drive then east or left 1½ miles to 5 point intersection, Romulus. Turn sharp left on Ozga Rd., you're there!

Nice group of antique furniture including 2 oak Hoosier cabinets, Round oak table w/claw feet, Art deco collection including blue glass furniture, lamps & deco table radios. Antique oriental items including export porcelain. Huge collection of Victorian glassware and hand painted china (to be sold in a separate auction ring). Nice primitives including folk art weathervanes. Over 15 antique key wind clocks & pocket watches. Early advertising signs including brewery items & 7 neon signs. Plus lots of unique & unusual items to be found in a large comfortable hall with plenty of parking. Delivery services available. For a free mailed picture flyer call: Doug Dalton Auctioneer 697-8658

701 Collectibles

BASEBALL/SPORTS Cards
Baseball - 86FU sets $27, 87 T Wax $25, 88 D cases $240. Football wax boxes 80 - $79, 81 - $285, 82 - $140, 84 - $145, 87 - $50, 88 - $45. Basketball wax boxes 88 - $260, 89 - $90, 89 Hoops 2 cases $450. Hockey 87/88 Opc boxes $145. Call Dave after 5pm. 360-1298

CUT glass, pewter, silver, china, hommels, Victorian high chair, Cluny lace tablecloth 348-2556

HUMMEL FIGURINES, $65 German musical beer stein, large Swiss chalet, music box, $35 836-7461

PRECIOUS MOMENTS figurines, E-3113, E-137/215, E-3109, E-3111, L-5636 474-9744

ROCKWELL FIGURINES, Plates, Cups & Bells. Glass crystals by Danbury Mint of Animals & Birds. Classic hard bound books, by Heritage books. After 6pm. 855-1845

SALT & PEPPER Collection, $600. Avon collection $300. after 5pm, 476-0553

702 Antiques

ANN ARBOR ANTIQUES MARKET - The Brusher Show. Sunday, Nov. 11. 5055 Ann Arbor Saline Road. Exit I-75 off I-94. Over 350 dealers in quality antiques and select collectibles. All items guaranteed as represented and under cover. 9 AM. - 4 PM. Admission $3. 22nd Season. The Original!!!!

ALL ANTIQUES BOUGHT
Postcards, old movie magazines, antique & paper dolls, toys, Shelly china, military. 348-3154, 246-7984.

ANTIQUE CAROUSEL HORSES, extremely rare 751-8078

ANTIQUE & COLLECTIBLE SHOW
River Oaks, Nov. 17, 18, 24 & 25.
River Oaks Community House
20305 Old Colony, Dearborn Hts.
Admission $1

ANTIQUE Singer Treadle Sewing Machine, over 50 years old, best offer over $200. RCA 45rpm record player & case, first Beatle records, & more. Antique dolls 565-5088

CAROUSEL HORSE
Parker, 1912, armored/lead horse, all wood, restored & ready for painting. Spectacular $20,000. 643-1783

DESKS - beautiful old solid walnut desks (7), excellent condition $250 & up. Private 774-1687

EDISON STANDARD CYLINDERS With horn. Edison & Columbia phonographs. RCA, Cathedral Radio, School House Clock, Camera's and Singer Treadal Sewing machine. After 6pm. 855-1646

OLD ORIENTAL RUGS
Wanted any size or condition. Call 1-800-443-7740

VICTORIAN antique love seat. Height, 39", Width, 59", Depth, 22". $700. 647-2719

703 Crafts

AMERICAN Polish Cultural Center 15 Mile-Dequindre, Troy, Nov 10-11th. 10-5pm. $1 admission includes door prize raffle ticket. Gifts to the first 1000 adults. Call for information after 5pm 792-4503

ATTENTION CRAFTERS
Have your own shop location in our village 1 yr. lease from $60/mo Craft Village of Union Lake or Rochester-Call 360-3680

CAROUSEL HORSES, large, decorative, unique, gift, room accent. $200-$600 Royal Oak 585-1657

CHRISTMAS SHOP
All decorative items.
352-9255 737-7829

CHURCH OF THE REDEEMER'S Harvest Festival Bazaar, Saturday Nov. 10, 10-7pm at 18140 Cornell Road & Southfield Surface Drive, between Eight & Nine Mile Rds

CRAFT BAZAAR
FRI., NOV. 9, 10AM-4PM.
American House Retirement Home
14265 Middlebelt Road
Livonia
Christmas & wood crafts. For more information call 261-2884

CRAFTER going out of business. New sweatshirts, red (medium & large) maroon (large & extra large), navy (medium, large & extra large) $4 each or $45 a dozen. Call Pat 362-4998

CRAFT SHOW
Oakland Community College, Auburn Hills Featherstone & Opdyke Rds. Sat. Nov 17 & Dec. 15, 10-5. For table information, call 797-4657

FCA CHRISTMAS BAZAAR
Sat. Nov. 10, 9am-4pm. Beautiful handcrafts, imports, pastry & bake sale. Food being served. Finnish Culture Center, 35000 W. 8 Mile, Farmington Hills 478-6939

HAND & EYE
CRAFT SHOW
Sat., Nov. 10, 9am to 5pm
Troy High School
3179 Livernois
Admission $2

HOLLY DAYS CRAFT SHOW
Nov. 10, 10am - 4:30pm, Nov. 11, 8:45am - 2pm. St. Kenneth's Parish Hall, 14351 Haggerty Rd., Plymouth. $1 donation. 46 crafters

704 Rummage Sales & Flea Markets

RUMMAGE SALE
Nov. 9th-10th. Fri. 9am-6pm. Sat 9am-12 (½ price). Cross of Christ Lutheran Church. Telegraph & Lone Pine Roads, Bloomfield Hills.

RUMMAGE SALE - Nov. 8th-9th Thurs. 2-5, Fri. 9-4. St. Gemma School Hall. 13350 Virgil Ave., 4 blocks E. of Telegraph, at Jefferies

RUMMAGE SALE
St. Pauls Lutheran, 20 E.Dunlap, Northville. (2 blks S. of 8 Mile, 1 blk W. of Sheldon). Fri. Nov. 9, 9-4. Sat. Nov. 10, 9-noon. $2 bag sale

705 Wearing Apparel

BLACK FOX Cape. Poncho style, full skins, tails on bottom - brand new. Call 881-5936

Black & white polka dot prom dress, above knee length. Worn only once. Was $108. Asking $90 326-0527

RED FOX Fur Coat - full length, size medium, cost $3500, sell $2,000 cash. Call after 5pm. 946-8694

WEDDING DRESS- Mermaid style, size 10-12, beaded off the shoulder. New $2300. Sell $800 645-0656

WHITE ILLUSIA Bridal Gown with veil, size 8 $400 After 6pm 473-8482

705 Wearing Apparel

INTIMATE APPAREL Inventory Sale. 50% off all merchandise. Designer brands for bras, girdles & fancy lingerie. 11-5pm. 649-9004

LADIES Autumn Haze mink coat and jacket. Appraised $6000/$3000 Asking $500 & $250. 652-7048

LUXURIOUS FULL length raccoon coat, like new, size 8-10, $800 Days 236-1233

MAHOGANY Mink coat, call length, size 12, female pelts, excellent condition $2500. Eve. 453-6577

WHITE MINK COAT: $300. Black Mink, $300. Size medium. Both like new. Call 940-0455

RACOON COAT size 12, full length, worn 2 seasons, $400. 344-4367

WEDDING DRESS, satin, mermaid style, with long ruffled train, backless with 3 strands of beads, size 12. Also headpiece $500 533-1217

706 Garage Sales: Oakland

FARMINGTON HILLS: Wed. 10-5pm. Huge Variety. Rugs, lamps, pictures, dividend clothing, toys, furniture, mens sweaters & suits. 28417 Kingsway Court, N. off 13 Mile, W. of Halsted

GARAGE SALE
Furniture, light fixtures, building materials, windows, air condition units
Saturday, November 10,
8:30am-11:30am
1963 Countryside Drive Orchard Lake Road to Green Road. West on Green Road to Countryside

ROYAL OAK- Estate Sale- Bedroom Sets, kitchen set, entertainment center & much more misc. Nov. 10, 9-1. 1926 Wickham, S. of Maple, E. of Crooks 647-2815

707 Garage Sales: Wayne

LIVONIA: Good Stuff. Linens, household, clothes, teens & babies. Much misc. 36768 Sherwood, between 5 & 6 off Seven. Tues., 10-8

LIVONIA Nov. 6, 9am-3. Aquarium, furniture, light fixtures, bunk beds. 38396 Elsie, (bet. Houghton/Hix)

MAPLE HUTCH, excellent condition, $200. eves. 348-9483

708 Household Goods Oakland County

ABSOLUTELY gorgeous contemporary, gray formica dining set/8 custom chairs 1 custom glass dining table, 4 brand new white contemporary leather kitchen chairs. 626-8700 or 350-5911. If no answer, leave message.

AFFORDABLE And in good condition. Complete modern bedroom set - includes queen size bed, mattress like new, bamboo finish, brass trim. Attractive 3 piece living room set, neutral colors. Free - Queen size bed with package. Must sell - Everything, only $590 258-2428

BEDROOM SET, heavy Spanish Med. dresser, armoire, night stand, king headboard, $600 Call after 4pm 851-1388

BEDROOM set, twin King. White of King headboard, dining set, Thomasville, Italian provencial, 5 pcs., $750. Sofa, by Rays Interiors, $450. Lounge chair & ottoman, best reholstered, $225. Celadon lamps, six shades, $250 pair. Stained glass window, cherry blossoms-Bird. $375. Kitchen equipment. 348-2556

BIRCH BEDROOM set, king size headboard, 2 twin frames, double dresser with mirror. Oak dining room set, table with 1 leaf, 6 chairs, serving cart, lighted hutch, also available 647-0588 647-2815

708 Household Goods Oakland County

BED, FULL SIZE
Excellent condition, $125.
275-9381

BEDROOM dresser, solid wood, excellent condition, 31x18x71. $100 Call Eves. 788-0945

BEDROOM SET - Girls County French, patina green, by Dixie. Twin bed, dresser & mirror, desk & chair, night stand, 2 etageres, excellent condition, $350. 646-2997

BEDROOM SET - House of Denmark, white & blonde color, oval mirror, 2 night stands, powder blue chair. Will sell bedspread, pillows, etc. Best offer 377-3838 375-9003

BEDROOM SET - Queen, French Provencial, $475. Occasional chairs, $175, oriental rug, $1,000. 644-3872

BOYS BEDROOM SET- Like new, walnut brown, 6 piece set. Price negotiable. 661-8041

BUNK BEDS: With mattresses, Dresser with hutch, dresser with mirror, night stand. Will sacrifice, $950. After 6pm. 855-1646

CARPET 25½'x13' a pound edge, Karastan Eloquence, moonglow color, almost like new. 681-3815

CLASSIC style breakfast/dining room table, 6 chairs, 2 leaves, $375. Call 541-6935

COUCH, light brown with matching arm chair, walnut living room hutch. All excellent condition 352-3592

COUCH/LOVESEAT (2) Sets, 1 w/ matching dinette. Good condition. Asking $350 each. Eves 471-4279

DAVENPORT, 96 in., 3 cushion. Ethan Allen dresser, 64 in. Both excellent condition 652-5839

DINING ROOM set, transitional, beautiful pecan table, 6 chairs, buffet & serving cart, excellent. Must sell $1,200/best 471-3278

708 Household Goods Oakland County

COUNTRY Kitchen cabinetry-modular pine units, custom made, hutch, pantry cabinet, double bowl sink & more 7 pc. total. Colian counter top inserts. Priced to sell 620-2753

DAVENPORT, Contemporary, neutral color, hardly used $150. Call 478-7412

DINING Room Set - Bernhardt, formal walnut finish, Italian provencial, large table with pad & leaves, 6 chairs, breakfront, server, excellent condition, $3600/best 528-3784

DINING ROOM SET Solid mahogany, table, 6 chairs, china cabinet & buffet. Also, crib that converts to toddler bed w/ baby dresser. Plus swing & gym set. Excellent condition. After 5pm 851-0357

DINING ROOM - Woodgrain formica, extends 60-98 inches. Good condition, $100 477-7743

DINING TABLE, 4 chairs, china cabinet, solid oak, dark stain, $600 or best 650-3887

FURNITURE SALE - antiques, dining room set, etc. 4365 Birch Run, Off River East Sub. Troy 641-9815

ELECTRIC WASHER & DRYER, large capacity Hotpoint, 2 twin beds. Lawn mower and hedger. Tiffany style chandelier. Must sell! Best offer. 626-2713

ESTATE SALES
HOUSEHOLD MOVING, OR LIQUIDATION - FREE APPRAISALS. 48 HOUR PAY-OFF (20% FEE)
563-3931

FURNITURE, Thomasville pecan dining set, table, buffet, 4 padded chairs, $525. Living room tables, $40. Bedroom set, $45. Cedar lined upright chest, $75, more 544-7018

708 Household Goods Oakland County

DINING ROOM Table 10 chairs & hutch, table approximately 41x70 w/ 36" extensions, Colswold by Conant Ball antique oak english country side style, $2,000 firm. 498-4265

DINING SET- 11 piece, medium oak, 8 ft. Kaplan couch. 35573 Summerdale, Cumberland Village Bldg. 24, 11 Mile/Walter.

DRAPES - Custom decorator, all lined, crewel work, scallodon & persimmon, cornices to match, fits 8' door wall & 9' window. $500. Other drapes, floral w/rose background, from 36¼", one 51", one 8', cornices to match, $500. Original cost, $3,000. On Solar corrotreed windows - no fading 641-8544

HOUSEHOLD GOODS, furniture, stereo, 8 speakers, 19" TV. Everything must go! 332-9125

KARASTAN RUG, earth tones, 8ft x12ft, good condition. Best offer. Leave message 737-0438

KITCHEN SET Metal Master, table, 5 swivel chairs $125. Artificial pine Christmas tree, 6½' $50. 543-6053

LEONARD BERRY
ANTIQUES
Now Conducting
HOUSEHOLD
& ESTATE SALES
251 MERRILL-UPPER LEVEL
BIRMINGHAM
646-1996

MUST SELL by Nov. 10, 1990. Queen sleeper sofa. $300/best. Queen extra firm mattress set, $150/best. chest & dresser, $50. Call Paul, anytime 473-7605

NORTHVILLE BASEMENT SALE!! Furniture, bikes, clothes and clothing. Tues thru Fri. 17401 Summit, ½ Mile W. of Haggerty, off 8 Mile

708 Household Goods Oakland County

MODEL
FURNITURE SALE
Builders closeout furniture sale. Everything from bedroom, dining, sofas, tables, plants, pictures, more. Call 855-6617

NECCHI
DELUXE AUTOMATIC zig zag sewing machine. Cabinet model. Embroidery, blind hems, buttonholes, etc. $53 cash or monthly payment. GUARANTEED
UNIVERSAL
SEWING CENTER
674-0439

OAK T.V. Stand, bottom covered $30, stereo cabinet, glass front $40, Ethan Allen, dark pine, drop-leaf end tables $115, matching coffee table $150. 2 years old. Excellent condition. Message 855-0477

PRELUDE STERLING Silver - 8 piece settings + 4 butters, 3 soups & 3 serving pieces 644-3403

QUEEN ANNE dressing table, 2 beige chairs, new chandelier, end table, white wicker dresser, mirror & chest. 650-8544

ROLL-TOP DESK, pecan finish, brand new. Originally $1500. Asking $600. Call after 5pm, 253-8481

SOFA BED. Queen size mattress. Good condition. $100/best. Call 3352-5593

TELEVISION Color, 19 in. Sofa bed Chair. Call Days, 474-9581, evenings, after 5pm. 471-5518

TWO RACE CAR beds with hoods, $200 each or best offer 471-6997

708 Household Goods Oakland County

SOFAS
Custom sectional with matching sofa. Earth tones, cotton linen fabric. Must see to appreciate. Asking $975. Attache, oak $95. 540-0303

SOFA with matching chair, neutral color, velour covering, like new, 2 Danish walnut chairs. Walnut end tables. Low walnut cabinet with sliding doors. Entertainment center, oak finish. Birmingham 626-6904

SOLID CHERRY Queen Anne dining room set: dropleaf table with 2 leaves, 4 side chairs, brand new, custom pad. $1,000/best. 544-2166

TROY - MOVING SALE: Furniture, appliances, household, pool table, etc. 2712 English, 1 blk. N. of 18 Mile, off Dequindre. Nov. 8 & 9, 9-3pm.

USED FURNITURE, side by side refrigerator, sink, range top, and more. Eves., 477-0445

WALL UNIT, kitchen table & chairs, other household items. Good condition. W. Bloomfield area. 683-0280

WATERBED: Hewitt Exquisite pine & glass lighted headboard. Padded frame. $400 or best offer. 661-0038

83" SHERRILL sofa $600, and Lawrence sofa $850, both items like new. 229-2016

709 Household Goods Wayne County

BEDROOM SET 5 pieces with queen size bookcase headbed, excellent condition, $500. 421-7317

BOOKCASE or show cabinet, pecan wood, $500 or best offer. Corner cabinet $75. 532-5330

CLASSIFIED ADS
GET RESULTS

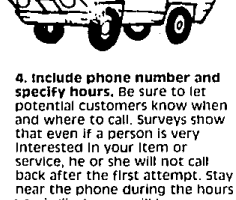
WRITE IT AND REAP!

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.

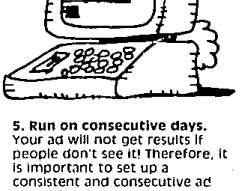
1. Give the reader specific information. Pretend you are someone reading the classifieds. What would you like to know about the item, service or job you are advertising? Be sure to add details such as color, size, condition, brand name, age, features and benefits. Be accurate! Don't embellish your ad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

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 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

DEADLINES: 5 P.M. TUESDAY FOR THURSDAY EDITION / 5 P.M. FRIDAY FOR MONDAY EDITION