708 Household Goods Oakland County

Antique oak $315, French bookcase $175, Custom glass top desk $325, Executive desk, credenza & chair $350.
248-642-6662

BART Furniture: Supreme Natural wood entry with changing table. Like new. $400/offer. 810-398-3418

BED, Queen Beauty Pedic/Sealy mattress set, new, never used, still in plastic, $150 value/offer. 810-644-2600

BEDROOM SET - 4 piece with triple dresser, mirror, headboard, mattress condition, $1400 new, sell $500. Call evenings. 810-646-3768

COUCH & LOVESEAT, asking $325. Evenings. 810-656-2401

DINING SET Antique - Tradewind Mahogany table w/6 chairs, china cabinet, buffet, $1800 810-647-0667

DINING SET, Mahogany 1830's Duncan Phyfe table, 4 leaves, 4 chairs, good condition. 645-6342

Dining table & 6 chairs, $600. Audio cabinet, $150. End table, $125. All excellent condition. 810-473-6438

ENTERTAINMENT Center: oak, 60x72, excellent condition, $750/best offer. Call . 810-398-4101

ESTATE SALES BY DEBBIE
96 HOUSE
•Full Estates - 20% Fee
Cash paid 48 hrs. after sale
•Auction - Consignments
ANTIQUES WANTED
•CASH BUY OUTS•
Our Reputation is the Best Thing We Have
538-2939
WE DO ALL THE WORK

ESTATE SALE
Wed. 3-29 & Thur. 3-30, 9am to 7pm
4473 TIPTON - TROY
Directions: Wattles (17 Mile), E. of Adams, N. on Northfield (Troy), R. on Perrin (across new Troy High School).
Walnut dining room set, Drywall Spinet Piano, end tables, TV, bookcase, Oriental Pricly pear chest, small top kitchen table, Silver tread set, kitchen table, rocker/Cardinal Chair, Child's rocker - 1913, Rose Frisia club chair and ottoman, Canon MT 205 keyboard, 2 violins, trombone, accordian, glassware, cut/pressed collectibles, Large collection of collector plates, Set of 1847 Rogers flatware, set of collection, many antique/oak dolls, teapots, Kay Ann & Andy Dance costumes, Men & women clothing from the 40s, for cons, doll house dining set complete, NO trips beyond 8x8', pedestrian library, religious books, Compliments, records, Many items add to again. This is a nice one.
ALLAERY, INC. 810-726-4800

FARMINGTON HILLS - Estate sale, Wed.-Fri. 10-4pm. 30724 Renaissance Club, off Tanglewood, 8/10 Mile Rd., W. of Drake. Ethan Allen pine living/dining room set, bedroom set, Hardwood table & chairs, computer furniture, lamps, small appliances.

FINE ITALIAN leather, new navy blue chairs, $450. Loveseats, $680. Will deliver best. 810-661-1197

FRANKLIN Moving Sale - bedroom set, baby furniture, wrought iron table & chairs, upholstered chairs, etc. 810-626-8270

HIDE-A-BED, beige, with 3 tables, 2 lamps, Lazyboy rocker, glass coffee table, 2 chairs, coordinating tables & lamps, ideal for college-bound student or basement rec-room. Good condition $10-348-0545

HOUSE of Delmar's childrens white bedroom set, desk, trundle bed, dresser, bookshelves, $10-540-6706

KITCHEN TABLE - Almond, formica, bed with 4 chairs. $350/offer. 810-398-3819

LIVING ROOM set, 4-piece, Neutral color, $400/offer, traditional design. Like new, $300. 810-978-2354

MEDIUM blue sofa & chair, wicker trim with glass end table, 3 matching lamps, wicker end table, lamp, matching floor lamp. 810-646-3128

MOVING! Must sell all furniture. Living/bedroom furniture + more, best offers! Eves or weekends 358-5344

MUST SELL - Glass top dining table with brass legs, king size bed, washer/dryer & misc. items. By appointment. Paul. 810-313-5997

708 Household Goods Oakland County

QUEEN SIZE, solid oak, wood headboard w/slatted and tables. Excellent condition. Asking $350 810-398-9195

QUEEN size sofa, like new, $350. Queen headboard & frame, $50. After 5:30pm. 810-616-0838

RECLINER chair, green velvet, like new. Sofa bed, queen, mauve condition, $400/pair. Oak table, drawer, pedestal, $100. Oak table, 2 leaves, $100. Antique bench. 810-540-3187

REGIONAL - 2-piece, maroon sofa, blue, mauve, silver & black, cabinet. Reasonly purchased. days 810-637-9610 after 6pm: 810-781-1448

WOODCOMBS desk & chair, $180. China cabinet, $80. Oak, ball sink, tops, $300. Dry sink type cabinet, $100. Anytime. Tues. & Fri. after 5pm. 810-258-3485

708 Household Goods Wayne County

AIR conditioner, 12,000 BTU, $300. 313-416-0977

BABY ITEMS - Stroller, car-seat, high chair, crib convertible to day bed. Excellent condition. 313-416-8077

CHINA CABINET - large, dark wood with lighted glass. Excellent condition. $600/best offer. 313-513-5680

COMPLETE queen bedroom set, dark pine, $700. 90" glass antique Northern Lighted China $300. Mens wetsuit, $100. 313-416-8868

CONTEMPORARY CABINET, 1 door & 3 drawer, 67 x 36 x 20. New, $400. 313-453-0448

CUSTOM-MADE dark brentwood entertainment center, oriental design, matching coffee & end tables. $1500/all. 313-467-0753

DAYBED, White, twin size, with mattress, beautiful comforter with skirt & shams, $200. 313-538-2903

DESK - Rattan, solid wood, excellent condition, $325. 810-661-2832

DESK, 54" 7 drawer, pecan, like new, $400. After 5pm. 313-981-0788

DINING SET - dark oak, 4 chairs, good condition, $225. 313-721-4707

DINING SET, Formal, glass top with 2 leaves, buffet & 6 chairs. Custom pads, $800. 3 piece china cabinet, $330. 313-729-7447

DINING TABLE black lacquer, 8 chairs, china cabinet & buffet, $1000. Coffee table & 2 end tables, black lacquer with mirrors, $300. Blue floral sofa, $300. 313-427-7197

DuMOUCHELLE
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Estate of Oscar Olson
98 Kercheval Road
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Off Lakeshore Dr. between Marcos & Vernier
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Saturday - April 1, 10am to 5 pm
19th Century French style pair carved console tables, oil paintings, dining room suite, four sofas, French crystal lamps, figural lamps, television sets, leather top writing table, Venetian mirror, iron pot belly stove, Copeland figure lamp Circa 1880, 19th Century lamps, 19th Century tables, Victorian chairs (pair), king size bed, twin beds, dressers, mattress, bachelor chest by Baker, John Widdicomb desk, Brass bed, desk-chair, Brass, baby items, etc.

FREEZER, sofas, dressers, prep table & chairs, coffee tables, etc. Reasonl class estate. 313-453-3664

MOVING SALE - Downsizing: dining room table/9 chairs, custom pieces $800. China cabinet $350, queen sleeper/sofa $200, blue velvet swivel rocker/foot stool $60, tan corduroy recliner $80, 2 tonneau covers/fits extended cab Ford F-150 each set, Magic Chef gas stove/self cleaning oven $250, 2 end tables $100/all. Linda After 6PM, 313-981-1696

SEARS - Open Home Queen bedroom set, including Honor Beauty Rest mattress set, $800. Antique desk with wood trim, $100. Everyone likes this! $500. 313-281-3142

WHITE French provincial sofa, chair, lamps, vintage dolls, good condition, reasonable. 313-513-9118

SOFA & LOVESEAT, green/mauve, 2 end tables, 2 chairs, queen size sofa headboard with dresser. All like new. Eves. 810-473-0062

SOFA: neutral tone w/peach & green. Excellent condition, $300. Call: 313-416-3462

WATER BED - Queen size Western Rose. With drawers. Great condition, $425. 313-425-8137

710 Misc. For Sale Oakland County

DECORATED CENTER PIECES (28) w/hurricane lamps, 12 table cloths, and church pew ribbons. Used once. Ideal for a wedding. Please call 810-178-4180

LIGHT Colonial, 7 coordinated brass & beveled glass, dining room, entry, 6 hall, all for $350. 810-489-3753

SIMMONS hide-a-bed, sofa & matching lined drapes. All for $150. Reynolds Ranglas water softner. Cost $418, best offer. 810-474-6194

711 Misc. For Sale Wayne County

REFRIGERATOR & 30" electric stove, white, great condition, $125/best for both. 313-532-1494

712 Appliances

ALL MODERN & LIKE NEW APPLIANCES
FREE 1 YEAR WARRANTY
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GE WASHER & DRYER - Good working condition, white, $250. 313-844-8681

STACKED gas washer & dryer, $400 or best. 313-416-5067

USED washer & dryer, good condition, $350/best offer. Please call 810-473-2530

713 Bicycles

CANNONDALE Mountain Bike - Very high end components. Must sell $450/best. 810-398-4101

FOUR - Custom built Bike w/Shimano's Always serviced. Cost over $5000; sell for $1000 313-981-0699

1993 GT Aggressive Bike, Small frame, large. $300. 1993 Honda Elite 80, good condition, $1000. 810-667-1630

714 Business & Office Equipment

FOR SALE: 2 Mac + 4MB Ram, 675 each, 2 Mac + standard keyboards, $3 each, 1 Mac bare bones, $300 (negotiable), $50, 1 Apple LaserWriter + needs toner $75, 1 ECH Lasar Line, 9000 $50, 9 Royal CMB 9180 + Cartridges, $125 each, 8 Royal CMB $150 Cash Registers, $125 each. If you are interested, please contact John Lewis at 313-348-7080

USED DESKS - chairs, conference tables & file cabinets. 313-425-8274

715 Computers Sales & Service

APPLE Power Book, 8/140, excellent condition, fax modem, $1500. 810-528-8639

MACINTOSH - 30MB, hard drive, floppy drive, software, printer, and manuals, $300/best. 810-471-8741

716 Musical Instruments

ANTIQUE 1883 Kimball upright piano, with bench, beautiful condition, good condition $800. 810-476-0322

PIANO - For Sale. Baldwin Acrosonic Spinet. Good Condition. Best offer takes it. Call 810-698-8258

PIANO - Baldwin, Acrosonic Spinet, Mahogany finish. $1500. 810-473-0062

PIANO - Spinet, cherry Cable Nelson, black, with bench. $2300.

STEINWAY GRAND, built 1984, ebony finish, $18,000.

STEINWAY Grand Piano - 1979, ebony, 5 series, $18,000/best offer. 810-879-6303

STEINWAY B studio upright, Ebony finish. Light use. Cost $10,646-8803 $3000. Call

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METROVIEW - 46 inch projection TV. Approximately 3½ years old. Honestly and well. Excellent shape. $1,800. Call: 313-729-0311

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SPEAKERS, P JBL-100, $300.; 2 Technics, SAH-330 Receiver, $200. 810-473-7447

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Bow Hunters discount warehouse, America's largest archery supplier, stocks over 5000 bow hunting items. At 20-40% off retail. 1-800-735-2697 for free 100 page catalog.

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WATZ-MAN - Olympic bench, bar, weights, dumbbells, lifest 3 yrs. old, $700 new, sell $400. 810-752-2816

WHITE DEER full mount, 4 point buck, $2,000 or best offer. 810-866-1908

735 Wanted To Buy

CIGAR HUMIDORS: of good quality. Call Tom - Days: 810-619-0200/Eves: 313-835-3188

FAYWO UP to $10,000 for Japanese, German Swords & related items. Also buying German military items. 810-647-8238

WANTED - 1960-1970 Barbie, Midge, Francie dolls, Clothing & accessories. Anything. 810-686-3990

736 Absolutely Free Rons Mondays Only

BUILT IN wardrobe electric oven, Thermador cook top, stainless steel hood, vanity with sink and faucet. 810-661-1618

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GARDEN RICH MANURE Lots of it. Free! 810-253-6229

NATIONAL GEOGRAPHICS, 34 years worth, also, Electric Sewing Machine, white, dual model 313-937-3466

736 Absolutely Free Rons Mondays Only

FIREWOOD - you cut & haul, 3 trees. 810-799-0723

FURNACE, Hot 75, forced air, works well. You pick up. 810-398-4387

LARGE TREES - You cut down. 313-730-0884

MAGNAVOX stereo console, top-loading turntable & radio/tape. 313-534-9715

METAL 3 x 4 stock, about 60; steel bar stock, 3/8x1/2", 7 & other. Take all. After 5pm (313) 464-5448

PIANO - old upright, needs work. You pick up. Investment. 810-875-7340

PIANO with bench, upright. Piano never checked & needs minor repairs. You pickup. 810-476-5538

POPLAR TREES, for firewood. You cut down & haul. 810-463-8061

SWING SET & 2 swings. Good but a lot more life in it. 810 651-6272

USED VENDING MACHINES (10) in excellent condition. Designed for life fighters, but convertible to poultry, gum, etc. 810-476-6627

2 X 6 metal trailer frame. Needs bed & tires. Leave message 313-729-3088

738 Household Pets

ADOPT HOMELESS PETS - Wade & Pat, 8.30-6pm & Sat., Noon-5pm at Pet Needs Etc, Ford Rd & Inkster. 313-782-3348 or 313-562-1623

AKC BOXTON Terrier puppies, born on Feb. 28, 1995. Call after 6pm. 810-349-1622

BEAGLE PUPS - Ready 4-11-95. Male/Female. Worming, 1st shots, vet checked, Exam. 313-446-9343

BEAUTIFUL BENGAL kittens (spotted leopards), registered, $350. 313-455-6196

BICHON FRISE, Puppies, 9 weeks old, AKC registered, vet & shots quality. Call 810-646-8729

DOCKATIELS
Hand fed, Cute, Tame Included. Free lifetime mail & wing clipping. Great assets. 517-625-1137

COCKER Spaniel-cute, neutered male, AKC, bull/white, 8 yrs. Loves to cuddle/play for walks. 313-255-2097

DOBERMAN - AKC registered puppies, shots, great disposition, $150. Call. 313-261-8204

GOLDEN RETRIEVER, AKC puppies, shots/wormed, no down, $350. 313-629-3649

HAVANESE PUPPY UKC, rare toy dogs from Cuba. Females 7 weeks adorable. 810-363-9625

HUSKIE - male, 1½ yrs. To good home only. 313-261-7568.

KITTENS - Brown & red tabby striped color, long haired, 100% adorable. 810-543-5907

LAB, black, female, AKC, 11 mo., likes dogs & kids, kid friendly, $100. 313-641-7290

LAB PUPPIES - AKC, champion blood line, dew claws, shots. Call 313-258-2088

PERSIAN/HIMALAYANS, $150 & up. Beth & Bob Jones. Shots & health packet. 810-673-2678

PERSIAN KITTENS
8 mos. old, champion background, all white, call after 1:00 beach. Interested parties only. Leave message. 810-844-7245

POLLY'S - Beautiful Pekinese puppies. Perfect for Easter, 6 wks. old. 810-548-3380

POODLE - MINIATURE Male, 7 months, neutered. Adorable, very playful. $225. 313-535-1719

PUG - 1 year old female, good with children, all shots & AKC Papers, $125. Call 8AM-5PM, 313-595-5536

ROTTWEILER PUPS - Canadian Champion Sired, AKC. Nice mentings on all. Reduced! 313-632-1364

SCHNAUZERS, MINIATURE AKC, 8 months old, salt & pepper, needs 2275. 313-425-4290

SHih-TZU Pups-AKC, gold & white, champion bloodline, vet checked, non shedding. 313-653-6625

SIBERIAN/HUSKAYAN females, 1½ yrs. old, outdoors. Loving & playful, good with dogs and kids. 810-588-1570 or 810-628-8734

738 Household Pets

SPANIEL, black male, cryptic, 1 yr., friendly, to good home only. Healthy, neutered. 313-261-3072

TO A GOOD HOME. Beautiful bread. Male, 5 yrs old. Excellent family pet. Owner relocating. 810 886-1107

TWO MALE CATS need now home. Neutered. About 3yrs. old. Owner moving. 313-535-4615

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In your home - Limits area
Convenient - Affordable
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818 Auto Rentals, Leasing
819 Auto Financing
820 Autos Wanted
821 Junk Cars Wanted
822 Trucks for Sale
823 Vans
824 Jeeps/4 Wheel Drive
825 Sports & Imported
852 Classic Cars
854 American Motors
856 Eagle
857 Buick
858 Cadillac
860 Chevrolet
862 Crystal
864 Dodge
866 Ford
868 Geo
870 Honda
872 Lincoln
874 Mercury
876 Mazda
878 Oldsmobile
879 Plymouth
880 Pontiac
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882 Toyota
884 Volkswagon

YAMAHA Wave Raider, excellent condition, $3500. 313-871-4213 eves 313-449-8434

YAMAHA 650 super Jet - excellent condition, $3500. 313-871-4213 eves 313-449-8434

804 Airplanes

CESSNA 1978, Model 152. Call Rich. 810-938-1654

806 Boats & Motors

ALUMINUM BOAT HOIST, 3600 lb. Capacity, 33 ft. cover, electric motor. 313-642-7304

ALUMINUM Row Boat wanted. Can afford $100-$150. 313 453-5030

BAYLINER 1989, outboard, 2000 Johns with 1989 150hp Force engine. Includes EZ Load trailer. $10,000/best. 810-684-2487

BAYLINER 1993 Cutty Classic 135 horse mercury motor, trailer, low hrs, excellent, $8,000. 313-981-1022

CATALINA sailboat, 1984, 25ft., excellent condition, many extras, $9750. 810-268-0631

GREAT FISHING BOAT, 15 ft. metal boat, swivel seats & 20 horse Merc engine, $1200 firm. 313-427-3073

LARSON - 1988 220 Senta, 350 Magnum, Deep V, low hrs, amazing cleanness $18,500/best 887-1811

80 LIBERATOR, 1982, 351 H.O. VHF, tandem trailer, s/s/trim, $21,500/negotiable. 810-998-1908

LYMAN 1978 24 ft. MOR. Excellent condition. $5000. 810 296-8473

RINKER built 19 ft., 1981, 120hp inboard/outboard, ship to shore, fish finder, depth finder, immaculate condition with low hours. With trailer, $3,500. 313-421-4884

808 Boats & Motors

FUN, FUN, FUN
1973 Crestliner, 16 ft. bowrider with 120 horse inboard/outboard Mark Twain motor, $2500/best. 313-437-0972

MOTOR BARGE 1961 - 30 ft. diesel. Fully equipped, in-ir condition including trailer. Also 1 cylinder Wisdrake 1975, 18ft., fully fitted out including trailer. 810-758-4800

RINKER 1991 - 19 ft. open bow, 120 Mercruiser engine, trailer, $9,500 810-471-6758

SEADOO'S GS, 1992 SP, seners, extra tires/wheels, low hrs, trailer, $7,200. After 6pm, 810-887-3881

SEA RAYDER - 1993 Jet Boat seats 4, included trailer. Fast, sun & ski style. $6800 810-646-5311

SEARAY 1980, Weekender, 24½ ft. 90 trailer, rebuilt outdrive, excellent condition. 810-687-7448

SEERAY E.C., 25', 1 year old, perfect condition, $2,000, stereo, ski tent, all options include spring, maintenance and in water. 313-981-9130

SEA RAY 1988 Sundancer 19 ft. 3.0 Mercruiser, $3,000 313 981-9130

STARCRAFT 1992 Super Fishermen 191 - Mercury 4.3 I/O, easy load trailer, foldaway, loaded, excellent condition, less than 50 hrs. $11,500 810-863-8408

THOMPSON, 1982, 18' Bow Rider, inboard/outboard, V-6, 10 hrs. Engine, 4X4, loaded, Ford, great buy, $21,000. GORDON CHEVROLET 459-6250

CHEVY 1996 C-1500, automatic, air, V8, tandem axle, 58,996. GORDON CHEVROLET 459-6250

CHEVY 1991 S-10 Pick-up - good condition, $3500. 810-471-0867

CHEVY 1994 K5 BLAZER SPORT, 4X4, loaded, Ford, great buy, $21,995. GORDON CHEVROLET 459-6250

DODGE 1986, ½ ton pick up, V8, automatic, bedliner, deck, no rust, extended warranty, $4,000. TYLER AUTO (313) 455-5866

DODGE 1991 D150 Pickup - 5.9 V8, $9,970. FOX HILLS Chrysler-Plymouth-Jeep-Eagle 455-8740 99-3171

DODGE 1993 DAKOTA Club Cab LE 4X4, V8, auto, air, power, tilt, am/fm stereo cassette, one owner, $14,900. Dick Scott Dodge 564 Ann Arbor Rd. 451-2110 USED CARS 963-3222

DODGE 1994 RAM 1500 SLT Laramie, 4X4, V8, auto, air, power windows/locks, cruise, tilt, am/fm stereo cassette, chrome wheels & tires, 12,000 like new miles. $21,500. Dick Scott Dodge 564 Ann Arbor Rd. 451-2110 USED CARS 963-3222

EXPLORER 1993, "Sport", auto, cassette, air, power windows, power locks, cruise, tilt, cassette, alloy wheels, $13,995. DEMMER FORD (313) 721-2800

FORD F-150 1994 XLT - Brand new! #48211, 5.0, V8, electronic auto overdrive, loaded, brilliant blue. Was $21,668. Now $19,062. BLACKWELL FORD 453-1100

FORD F-150 1994 XLT - Brand new! #48234, 5.0, V8, electronic auto over-drive, loaded, bright gold. Was $20,834. Now $18,962. BLACKWELL FORD 453-1100

FORD F-150 1994 XLT - Brand new! #48208, 5.0, V8, electronic auto over-drive, loaded, light gold. Was $20,828. Now $18,962. BLACKWELL FORD 453-1100

FORD F-150 1994 XLT - Brand new! #48229, 5.0, V8, electronic auto over-drive, loaded, desert copper. Was $20,828. Now $18,962. BLACKWELL FORD 453-1100

FORD F-150 1994 XLT - Brand new! #48216, 5.0, V8, electronic auto over-drive, loaded, trailer low pack-age, optional white. Was $21,297. Now $18,962. BLACKWELL FORD 453-1100

FORD, RANGER, 1987, XLT, with cap, new tires, exhaust & battery $3,500. 313-729-4523

821 Junk Cars Wanted

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AUTO
Turn that junk, funeral or wrecked car/truck into cash. $25-$5000.
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Cars wanted! Will pay more for towing & reasonable cars and trucks.
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822 Trucks For Sale

CHEVY Suburban 1992 - 62,000, Trailer package, excellent, $12,150. Eves & weekends. 810-478-1242

CHEVY S-10 TAHOE, air, V8, sharp, low miles, $9475. GORDON CHEVROLET 459-6250

CHEVY 1991 S-10 Pick-up - good condition, $3500. 810-471-0867

CHEVY 1994 K5 BLAZER SPORT, 4X4, loaded, Ford, great buy, $21,995. GORDON CHEVROLET 459-6250

DODGE 1986, ½ ton pick up, V8, automatic, bedliner, deck, no rust, extended warranty, $4,000. TYLER AUTO (313) 455-5866

DODGE 1991 D150 Pickup - 5.9 V8, $9,970. FOX HILLS Chrysler-Plymouth-Jeep-Eagle 455-8740 99-3171

DODGE 1993 DAKOTA Club Cab LE 4X4, V8, auto, air, power, tilt, am/fm stereo cassette, one owner, $14,900. Dick Scott Dodge 564 Ann Arbor Rd. 451-2110 USED CARS 963-3222

DODGE 1994 RAM 1500 SLT Laramie, 4X4, V8, auto, air, power windows/locks, cruise, tilt, am/fm stereo cassette, chrome wheels & tires, 12,000 like new miles. $21,500. Dick Scott Dodge 564 Ann Arbor Rd. 451-2110 USED CARS 963-3222

EXPLORER 1993, "Sport", auto, cassette, air, power windows, power locks, cruise, tilt, cassette, alloy wheels, $13,995. DEMMER FORD (313) 721-2800

FORD F-150 1994 XLT - Brand new! #48211, 5.0, V8, electronic auto overdrive, loaded, brilliant blue. Was $21,668. Now $19,062. BLACKWELL FORD 453-1100

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FORD F-150 1994 XLT - Brand new! #48208, 5.0, V8, electronic auto over-drive, loaded, light gold. Was $20,828. Now $18,962. BLACKWELL FORD 453-1100

FORD F-150 1994 XLT - Brand new! #48229, 5.0, V8, electronic auto over-drive, loaded, desert copper. Was $20,828. Now $18,962. BLACKWELL FORD 453-1100

FORD F-150 1994 XLT - Brand new! #48216, 5.0, V8, electronic auto over-drive, loaded, trailer low pack-age, optional white. Was $21,297. Now $18,962. BLACKWELL FORD 453-1100

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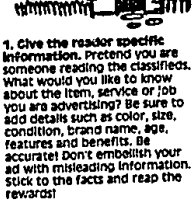
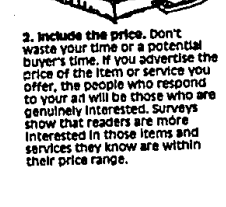
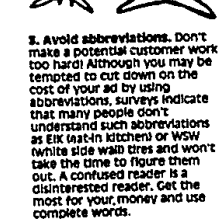
Writing a classified ad that gets results—whether it be for real estate, employment, the personals, transportation, or merchandise— is easy if you follow the guidelines below.



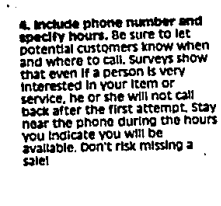
1. Give the reader specific information. Pretend you are someone reading the classifieds. What would you like to know about the item, service or job you are advertising? Be sure to add details such as color, size, condition, brand name, age, features and benefits. Be accurate! Don't embellish your ad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



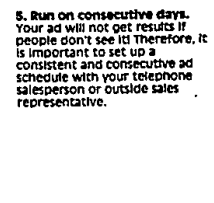
2. Include the price. Don't waste your time or a potential buyer's time. If you advertise the price of the item or service you offer, the people who respond to your ad will be those who are genuinely interested. Surveys show that readers are more interested in those items and services they know are within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

Observer & Eccentric
CLASSIFIED ADVERTISING
644-1070 OAKLAND COUNTY 591-0900 WAYNE COUNTY
852-3222 ROCHESTER-ROCHESTER HILLS