(O)9D

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. Cive the reader specific Information. Pretend you are someone reading the classifiers. 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 anner, age, condition, brand anner, age accurate Don't embellish your ad with misleading information. Stuck 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 ab by using abbreviations, surveys indicate that many people don't understand such abbreviations as EK (tealsh in therein or Visw white side walls tiers and won't 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 you had not call be to hour 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.



852-3222 ROCHESTER-ROCHESTER HILLS

## **METRO DETROIT'S** TRUCK

200 WINDSTARS IN STOCK 80 MUSTANGS IN STOCK

TRUCK LEADERSHIP Sale

> '94 F-150 ONE PRICE SALE

3 TO CHOOSE FROM Auto, air, 302, V8, XLT, 1 Conversion #41343, #48193, #48037

STICKERS FROM 119,783 TO 121,602 YAY \$15,550

1995 WINDSTAR

3 AT THE PRICE WAS \$21,305
\*17,368
\*239."



1994 RANGER XLT

MAE 513,616 PAY 19490" BUTER 1995 RANGER XLT \*\*\* \$159\*\* FAR

## OUR CUSTOMERS SAY IT'S TO BUY ain smart

WE HAVE THE WINDSTAR, F150 OR MUSTANG CONVERTIBLE YOU'RE LOOKING FOR.



COME SEE OUR VAN DISPLAY We're sure you'll agree we have the BEST QUALITY AND

THE BEST PRICE SEE THE ONVERSIONS ALL NEW 1995





2 WEEKS ONLY

THE BEST QUALITY FOR THE MONEY NO REASONABLE OFFER REFUSED \*50 CONVERSION VANS. . IN STOCK! • OWNER OF ECLIPSE HERE TO MAKE DEALS!

NINTENDO COLOR CAMES TV'S VIDEO LEATHER

HAVE GOOD CREDIT?

RAISED ROOFS 1995 ESCORT 3 DR.

Air, defroster, cassette. WAS \$12,330 YOU PAY <sup>1</sup>9589

OR 24 MO. LEASE \*133

IT'S 1995 SHO

Sik. #5450 24 MO. LEASE \$309

lan Buyers -Lease Raies Just For You. Id see us loday!



**EXPLORERS** 

AVAILABLE



JUST REDUCED 41950 est wheels, air conditioning, power SR, cascolis. Sis. +53256. WAS 117,780

YOU PAY °14,296°

\$229 #1 CAR IN AMERICA

1995 TAURUS GL



204 Package, power windows, power tocks, cruise, till power thering, caserte Six #54496 WAS \$19,010 OR 24 MO. LEASE \$256

\$15,39**7** 

**BILL BROWN FORD** DENIED CREDIT BY OTHER AREA DEALERS? WE CAN HELP?

GOOD NO BAD
CREDIT? CREDIT?
NOW YOU CAN BUY A CAR!
SOWNO DOWN PAYMENT & LOW PAYMENTS
TANAMUTE FAC OR BOY CREDIT
RESULT OF THE PAYMENT ALOW PAYMENTS
TOWNO DOWN PAYMENT ALOW PAYMENTS
TOWNO DOWN PAYMENT ALOW PAYMENTS
TOWNO Call Dr. Cre

ROW N

421-7000 Out-of-Town Call Table Free 1-800-878-2658 DRIVINGS 3 (NDFS 14-8-M 2007-81000018-8040-40004

TANK OF GAS WITH EVERY GAR OR TRUCK PURCHASED

MODEL SEC. DUE AT NCEPTION WINDSTAR 5273 52150 CONTOUR 5375 52150 SHO 5375 52260 TAURUS 5300 53150 FROSE 5250 52000

PRO OALD B.