

AUTOMOTIVE



830 Sports & Imported

MERCEDES 1994 128 2100 3000 5000 7000 8000 10000 15000 20000 25000 30000 35000 40000 45000 50000 55000 60000 65000 70000 75000 80000 85000 90000 95000 100000

MERCEDES 1993 128 2100 3000 5000 7000 8000 10000 15000 20000 25000 30000 35000 40000 45000 50000 55000 60000 65000 70000 75000 80000 85000 90000 95000 100000

MERCEDES 1992 128 2100 3000 5000 7000 8000 10000 15000 20000 25000 30000 35000 40000 45000 50000 55000 60000 65000 70000 75000 80000 85000 90000 95000 100000

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MERCEDES 1990 128 2100 3000 5000 7000 8000 10000 15000 20000 25000 30000 35000 40000 45000 50000 55000 60000 65000 70000 75000 80000 85000 90000 95000 100000

832 Antique/Classic

BELLEVILLE 1932 Buick open top 5000 miles 1932 Buick open top 5000 miles 1932 Buick open top 5000 miles

BELLEVILLE 1934 Buick open top 5000 miles 1934 Buick open top 5000 miles 1934 Buick open top 5000 miles

BELLEVILLE 1936 Buick open top 5000 miles 1936 Buick open top 5000 miles 1936 Buick open top 5000 miles

BELLEVILLE 1938 Buick open top 5000 miles 1938 Buick open top 5000 miles 1938 Buick open top 5000 miles

BELLEVILLE 1940 Buick open top 5000 miles 1940 Buick open top 5000 miles 1940 Buick open top 5000 miles

836 Buick

BELLEVILLE 1989 Buick Park Avenue 2600 miles 1989 Buick Park Avenue 2600 miles 1989 Buick Park Avenue 2600 miles

BELLEVILLE 1990 Buick Park Avenue 2600 miles 1990 Buick Park Avenue 2600 miles 1990 Buick Park Avenue 2600 miles

BELLEVILLE 1991 Buick Park Avenue 2600 miles 1991 Buick Park Avenue 2600 miles 1991 Buick Park Avenue 2600 miles

BELLEVILLE 1992 Buick Park Avenue 2600 miles 1992 Buick Park Avenue 2600 miles 1992 Buick Park Avenue 2600 miles

BELLEVILLE 1993 Buick Park Avenue 2600 miles 1993 Buick Park Avenue 2600 miles 1993 Buick Park Avenue 2600 miles

834 Buick

BELLEVILLE 1986 Buick Wildcat 2600 miles 1986 Buick Wildcat 2600 miles 1986 Buick Wildcat 2600 miles

BELLEVILLE 1987 Buick Wildcat 2600 miles 1987 Buick Wildcat 2600 miles 1987 Buick Wildcat 2600 miles

BELLEVILLE 1988 Buick Wildcat 2600 miles 1988 Buick Wildcat 2600 miles 1988 Buick Wildcat 2600 miles

BELLEVILLE 1989 Buick Wildcat 2600 miles 1989 Buick Wildcat 2600 miles 1989 Buick Wildcat 2600 miles

BELLEVILLE 1990 Buick Wildcat 2600 miles 1990 Buick Wildcat 2600 miles 1990 Buick Wildcat 2600 miles

840 Chevrolet

BELLEVILLE 1983 Chevrolet 2600 miles 1983 Chevrolet 2600 miles 1983 Chevrolet 2600 miles

BELLEVILLE 1984 Chevrolet 2600 miles 1984 Chevrolet 2600 miles 1984 Chevrolet 2600 miles

BELLEVILLE 1985 Chevrolet 2600 miles 1985 Chevrolet 2600 miles 1985 Chevrolet 2600 miles

BELLEVILLE 1986 Chevrolet 2600 miles 1986 Chevrolet 2600 miles 1986 Chevrolet 2600 miles

BELLEVILLE 1987 Chevrolet 2600 miles 1987 Chevrolet 2600 miles 1987 Chevrolet 2600 miles

842 Chrysler

BELLEVILLE 1983 Chrysler 2600 miles 1983 Chrysler 2600 miles 1983 Chrysler 2600 miles

BELLEVILLE 1984 Chrysler 2600 miles 1984 Chrysler 2600 miles 1984 Chrysler 2600 miles

BELLEVILLE 1985 Chrysler 2600 miles 1985 Chrysler 2600 miles 1985 Chrysler 2600 miles

BELLEVILLE 1986 Chrysler 2600 miles 1986 Chrysler 2600 miles 1986 Chrysler 2600 miles

BELLEVILLE 1987 Chrysler 2600 miles 1987 Chrysler 2600 miles 1987 Chrysler 2600 miles

844 Dodge

BELLEVILLE 1983 Dodge 2600 miles 1983 Dodge 2600 miles 1983 Dodge 2600 miles

BELLEVILLE 1984 Dodge 2600 miles 1984 Dodge 2600 miles 1984 Dodge 2600 miles

BELLEVILLE 1985 Dodge 2600 miles 1985 Dodge 2600 miles 1985 Dodge 2600 miles

BELLEVILLE 1986 Dodge 2600 miles 1986 Dodge 2600 miles 1986 Dodge 2600 miles

BELLEVILLE 1987 Dodge 2600 miles 1987 Dodge 2600 miles 1987 Dodge 2600 miles

846 Ford

BELLEVILLE 1983 Ford 2600 miles 1983 Ford 2600 miles 1983 Ford 2600 miles

BELLEVILLE 1984 Ford 2600 miles 1984 Ford 2600 miles 1984 Ford 2600 miles

BELLEVILLE 1985 Ford 2600 miles 1985 Ford 2600 miles 1985 Ford 2600 miles

BELLEVILLE 1986 Ford 2600 miles 1986 Ford 2600 miles 1986 Ford 2600 miles

BELLEVILLE 1987 Ford 2600 miles 1987 Ford 2600 miles 1987 Ford 2600 miles

848 Ford

BELLEVILLE 1983 Ford 2600 miles 1983 Ford 2600 miles 1983 Ford 2600 miles

BELLEVILLE 1984 Ford 2600 miles 1984 Ford 2600 miles 1984 Ford 2600 miles

BELLEVILLE 1985 Ford 2600 miles 1985 Ford 2600 miles 1985 Ford 2600 miles

BELLEVILLE 1986 Ford 2600 miles 1986 Ford 2600 miles 1986 Ford 2600 miles

BELLEVILLE 1987 Ford 2600 miles 1987 Ford 2600 miles 1987 Ford 2600 miles

848 Ford

BELLEVILLE 1983 Ford 2600 miles 1983 Ford 2600 miles 1983 Ford 2600 miles

BELLEVILLE 1984 Ford 2600 miles 1984 Ford 2600 miles 1984 Ford 2600 miles

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BELLEVILLE 1987 Ford 2600 miles 1987 Ford 2600 miles 1987 Ford 2600 miles

848 Ford

BELLEVILLE 1983 Ford 2600 miles 1983 Ford 2600 miles 1983 Ford 2600 miles

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848 Ford

BELLEVILLE 1983 Ford 2600 miles 1983 Ford 2600 miles 1983 Ford 2600 miles

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848 Ford

BELLEVILLE 1983 Ford 2600 miles 1983 Ford 2600 miles 1983 Ford 2600 miles

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848 Ford

BELLEVILLE 1983 Ford 2600 miles 1983 Ford 2600 miles 1983 Ford 2600 miles

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848 Ford

BELLEVILLE 1983 Ford 2600 miles 1983 Ford 2600 miles 1983 Ford 2600 miles

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848 Ford

BELLEVILLE 1983 Ford 2600 miles 1983 Ford 2600 miles 1983 Ford 2600 miles

BELLEVILLE 1984 Ford 2600 miles 1984 Ford 2600 miles 1984 Ford 2600 miles

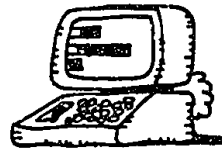
BELLEVILLE 1985 Ford 2600 miles 1985 Ford 2600 miles 1985 Ford 2600 miles

BELLEVILLE 1986 Ford 2600 miles 1986 Ford 2600 miles 1986 Ford 2600 miles

BELLEVILLE 1987 Ford 2600 miles 1987 Ford 2600 miles 1987 Ford 2600 miles

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 read 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 size of your ad by using abbreviations, surveys indicate that many people don't understand such abbreviations as EIK (eat-in kitchen) or WSW (write and wait times) 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. You 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 891-0900 WAYNE COUNTY 852-3222 ROCHESTER-ROCHESTER 141LS