AUTOMOTIVE

824 Mini-Vans

RANGER 1995 1995 loaded extend cab 8,000 miles perfect $13,400 Must sell 810 449 7268

SILHOUETTE 1994 - Aqua green, gray interior, loaded 2 child seats, very low mileage 810 855 8675

TOWN & COUNTRY 1993 - green & tan leather quad seats loaded very clean non smoker 36,000 miles $16,500 Eves (810) 356 0753

VOYAGER 1989 automatic runs good $4000/best (313) 537-1854 or (313) 535 4107

VOYAGER 1993 Excellent condition Must see! 25,000 miles $11,900/best (313) 421-4829

VOYAGER 1995 V6 air power cd moonroof alloy wheel, 13,000 miles like new! $16,995 LYONS Chrysler Plymouth (313) 525 7604

WINDSTAR 1995 GL Loaded 17,000 miles Excellent condition $15,400 Call 8 - 4 (810) 643 9280

WINDSTAR 1995 GL Wagon automatic dual air & heat power window lock cruise cd, cassette 7 passenger $16,995 DEMER FORD (313) 721 2600

826 Vans

ASTRO 1993 CL 7 passenger extended CL automatic air power windows and locks $10,995 Free warranty OSBORN OLDS (313) 261 8900

B-250 1992 CONVERSION VAN full power loaded with all the toys low miles must see! $10,995 CAMPBELL DODGE (313) 595 2100

CHEVY 1991 Astro Tara Motorcoach Conversion low miles $16,995 TAYLOR JEEP EAGLE 946 8200

CHEVY 1992 - Custom Deluxe 57,000 miles TV VCR, fantastic condition $14,000 (313) 722-3312

CHEVY 1994 G20 conversion van 43,000 miles Loaded excellent condition $19,900 313-425-4887

CHEV 1993 V8 70,000 miles air conditioning $11,700 Call 810 788 4277

CHRYSLER TOWN & COUNTRY 1993 loaded leather quad seating low miles like new! $15,995 LYONS Chrysler Plymouth (313) 525 7604

CONVERSION 1994 ASTRO VAN like new full power, just in time for spring! PANIAN CHEVY (810) 355-1000

DODGE 1994 Conversion Van loaded TV VCR $18,900/best Call eves or weeks 810 649 0938

DODGE 1995 CONVERSION Nitro ABS brakes low miles air & more! $19,295/best (313) 274 9575

DODGE 1996 B350 Partial Conversion superclean, excellent condition $21,900 (313) 697-0806

EXTENO CAB 1993 4x4 full size pick up extremely clean truck PANIAN CHEVY (810) 355-1000

FORD 1992 4 captains chairs full size (ie) air heat stereo excellent condition $12,900 (313) 453 6260

826 Vans

FORD 1994 CONVERSION VAN 12,000 miles like new $18,488 Terry-Hill Dodge 810 354 8600

FORD 1995 Conversion van - Excellent condition low miles TV Loaded White $22,900 810 727 1711

FORD 1987 E 350 cargo van auto matic, air, 7.5 liter, low package, any tin stereo great condition, perfect for any weekender. $4900/best Call after 6pm 313 595 8668

FORD 1991 Econoline Conversion Van 65,000 miles excellent condition $9,900/best (810) 851-7604

FORD 1994 Econoline Conversion 17,000 miles loaded tinted windows cheerizle alarm Really clean $20,000 810 960 1094

FORD 1994 Econoline window van 115K miles, clean $12,000 1995 Ford Econoline window van like new, 65K miles, $15,000 (517)548-2339

FORD E150 conversion 1993 loaded excellent condition, 38,000 miles $13,500 (810) 669 2291

FORD 1995 E350 Cutaway Van V8 automatic air, 14 ft flat bed, $19,25 DEMMER FORD (313) 721 2600

826 Vans

FORD 1995 E350 12 / 15 Passengers XLT Dualair & V8 heat power windows lock cruise tilt low miles from $18,995 DEMMER FORD (313) 721 2600

FORD 1993 E150 Showroom condition Many extras Perfect for family travel $7000 firm (313) 462 8328

FORD 1994 E350 Super Extended Cargo Vans V8 automatic dual air & heat power window lock loaded windows low miles, $14,994 DEMMER FORD (313) 721 2600

FORD 1987 E 350 work van new motor, brakes & tires $4000 (810) 229 5283

FORD 1994 F150 Super Cab air automatic XL low miles $14,495 DEMMER FORD (313) 721 2600

FORD 1995 F150 Super Cab automatic air 25,000 miles $14,995 DEMMER FORD (313) 721 2600

FORD 1994 MARK III high-top conversion Van leather TV VCR V8 automatic dual air & heat power bed 17,000 miles $19,995 DEMMER FORD (313) 721 2600

FORD 1991 250 1 ton 12 passenger window van air automatic excellent $6000/best (810) 548 4923

MERCURY VILLAGERS 2 to choose from 19,000 & 29,000 miles 1 owner Cream puff starting at $15,995 CRISSMAN 1 800 368 3333

MERCURY 1995 VILLAGER dual air like new only 5,000 miles $16,988 STARK HICKEY 538 6178

PONTIAC 1993 Transport SE loaded low mileage excellent condition $14,800 (313) 522 6945

RANGER 1993 Pick up clean low miles! PANIAN CHEVY (810) 355-1000

828 Jeep/4 Wheel Drive

ALL CHEROKEES & WRANGLERS wanted - 1988 1995 We pay up to $500 on best offer Call 1-0 313 420-1578

BLAZER 1995 - 4 door, loaded low miles Excellent condition $20,000 (313) 426 1463

BLAZER 1995 4 door LT, CD, leather, alarm, loaded 3300 miles $22,800 (810) 855 0685

BLAZER - 1996 4 door, 4x4 automatic Red loaded 6000 miles Save $5000 $22,900 810 477 8658

BLAZER 1994 K1500 65 liter turbo diesel 4x4 loaded excellent must sell $23,500/best 810 476-7811

BLAZER 1995 LT, 4 door, 4x4, loaded! PANIAN CHEVY (810) 355-1000

BLAZERS & JIMMYS 1993-1995, 4 door, 4x4, call for unbeatable prices! PANIAN CHEVY (810) 355-1000

BLAZER 1993 Tahoe 4 door, 4 wheel drive fully loaded 84000 miles everything executive mint no duals, partners $13,900 (810) 617-4678

BRONCO II 1990 automatic loaded very good condition $7600 or best offer (313) 416 9148

BRONCO 1990 XLT 4 wheel drive Quiet condition $4000/best 810 227-3415

BRONCO 1986 5.0 L V8 4 Wheel Drive excellent condition Moving must sell $2500/best SOLD

BRONCO 1995 XLT - Forest green, tan leather, 351, loaded CD 21,000 miles $22,500 (810) 477 3697

CHEROKEE - 1988 Limited, 2 door, excellent 70,200 miles New tires/brakes $2600 810 738 8362

CHEROKEE 1990 4x4 automatic Make offer Sacrifice HUNTINGTON FORD Rochester 810 852 0400

CHEROKEE 1992 4x4 Wagoneer LTD Power, air, cruise, leather/cloth, am/fm cassette, sunroof 68,000 miles, pillow wonderly white $9999 810-643-1166

CHEVROLET 1994 Blazer Sport black, 4 wheel drive full size loaded with extras extended warranty, $19,500 (313) 525 1463

CHEVY 1994 "3500" 4x4 loaded automatic diesel 35,000 miles $19,500 (313) 525 0134

CHEVY 1992 4x4 Tahoe 8000 GVW C 5 turbo diesel 30,000 miles left on warranty One owner Blue book $16,300 Make offer Excellent condition (810)735-7038

COMANCHE 1990 Eliminator, automatic air 6 cylinder $5995 TAYLOR JEEP EAGLE 946 8200

DAKOTA 1988 LE 4x4 loaded excellent condition Please call after 6pm (313) 467-1864

DODGE RAM 4x4 1994 SLT Fully loaded Excellent condition $16,000 After 4pm 313 522 6767

EXPLORER 1991 Eddie Bauer black tan leather interior 70,000 miles excellent $12,900 (810) 656 3373

EXPLORER 1991 Eddie Bauer 4 door, new brakes & exhaust 95,000 miles $9,900 firm (313) 216 2064

EXPLORER 1994 Eddie Bauer 29,000 miles 4 door leather VIP Buy $19,450 810 788 1566

828 Jeep/4 Wheel Drive

EXPLORER 1995 Limited 4 door, pearl color, leather interior, low miles, all options, priced to sell 313 453-7500 DON MASSEY

EXPLORER 1993 - 5 speed, air Excellent condition $13,000 313 453 3926

EXPLORERS 1994, 4x4, 20,000 miles, automatic, air, loaded $18,995 CRISSMAN 1 800 368 3333

EXPLORER 1992 4X4, Eddie Bauer loaded $13,450 FOX HILLS Chrysler Plymouth Jeep Eagle 313 455 8740 313 961-3171

EXPLORER 1994 XLT, 4 door, 4X4, automatic, air, sunroof, full power, low miles, $17,994 DEMMER FORD (313) 721 2600

EXPLORER 1992 XLT, low mileage excellent condition (810) 851 0870

EXPLORER 1995 XLT - 28,000 miles, loaded includes moon roof & tow package $22,850 810-474 8496

EXPLORER 1993 XLT, 5 speed, 4 door, 31,000 miles, extended warranty, loaded $14,500 313 582 1307

EXPLORER 1991 XLT 4x4, Eddie Bauer package, no money down, 20 minute credit approval by phone OAC TYME AUTO (313) 455-5566

EXPLORER 1992 XLT 4x4 - Teal, 4 door, electric sunroof & alarm $14,000 313 273-4900

EXPLOYER 1994, Eddie Bauer Loaded, leather, Forest Green $18,500 or best (810)498 0367

FORD, 1993, Explorer, 4 door, Eddie Bauer, automatic, leather, sunroof, loaded $10,500 (810) 685-7876

FORD 1993 Explorer - 2 door Sport Good condition, loaded 106,000 miles Needs minor front suspension work $7,500/best 313-451-0836

FORD 1993 Explorer Eddie Bauer, loaded $10,500 or best offer (517)546 4623

FORD 1993 Explorer Sport Very clean 78,000 miles $9,300 or best offer (810)227 6545

FORD 1993 Explorer XLT 4x4 gray with tow bar Too many options to list $13,250 (810) 625 3652

JEEP CHEROKEE 1993 4X4 sport, automatic, air, $11,600 FOX HILLS Chrysler Plymouth Jeep Eagle 313 455 8740 313 961-3171

FORD 1993 Explorer XLT - Black 35,000 miles, excellent condition $18,300 Call (313) 522 4808

FORD 1993 Explorer XLT, 4 door, loaded $15,995 STARK HICKEY 538 6178

FORD 1979 F150 Supercab V8, automatic full power, air Many new parts $2500 invested best offer Good condition 313 291-3075

FORD 1994 F 250 - 4x4, 351 automatic, 8600 GVW, 7 ft. plow, bed liner & cap $17,000 313-697-1553

FORD 1995 F-350 4x4 crew cab power stroke diesel rear air dual tires 32,000 miles, asking $32,000 (810)632-5606

828 Jeep/4 Wheel Drive

FORD 1994 F150 XLT, 4X4 automatic, air, 302 V8, cargo, power window lock, loaded, $18,493 DEMMER FORD (313) 721-2600

FORD 1990 F250 4X4, V8 automatic, air, Tu-Tone, low miles, DEMMER FORD (313) 721-2600

FORD 1992 Ranger 4x4 extended cab, fiberglass cap, bedliner, 4 OL, XLT $10,800 or best offer (810)220 8420

GMC 1993 Jimmy SLE, loaded, digital dash, overhead console, black/gray interior, like new $18,000 or best offer After 4PM (313) 522 5825

GMC 1996 Jimmy SLE - loaded 4 wheel drive, white, $24,000 Eves (810) 471-4185

GMC, 1991, Jimmy SLX, 4x4, 2 door, 42,000 miles, loaded, sunroof, excellent, $11,500 313 538-7563

GMC 1993 Suburban Southern Comfort Conversion, TV, VCR, phone, 10 disc CD, Leather, sharp 63,000 miles Asking $19,900 Call (810)652 5608

GMC 1994 Yukon GT, black, loaded new tires & brakes, 30,300 miles $17,500 (810) 628-8190

GRAND CHEROKEE, 1994 Black leather, CD, sunroof, $17,000 (810) 340 9868

GRAND CHEROKEE Laredo 1993 overhead console, loaded package 35,000 miles $17,000 (810) 360-2995

GRAND CHEROKEE 1994 Laredo, 6 others in stock $17,995 TAYLOR JEEP EAGLE 946 8200

GRAND CHEROKEE 1994 Laredo, 40,000 miles, mint condition $18,500 (313) 534-3777

GRAND CHEROKEE 1994 Ltd. loaded, midnight blue, 22,000 miles, $23,000 (313) 425 5371

GRAND CHEROKEE 1993 LTD. bright red, V-8, loaded, well main tained, beautiful $18,700 (810)486 6367 or (810)347-1412

GRAND CHEROKEE 1993 LTD. V-8 loaded $16,995 TAYLOR JEEP EAGLE 946 8200

JEEP CHEROKEE 1994 Country 4 x 4 V-6, loaded, keyless entry, auto. $18,400 (313) 538-5941

JEEP 1995 Cherokee Laredo black, air cassette, keyless, digital console 20,000 miles, $21,000 313 397 2718

JEEP CHEROKEE 1994 Sport 4 door with tow bar Too many options to list $13,250 (810) 625 3652

JEEP CHEROKEE 1993 4X4 sport, automatic, air, $11,600 FOX HILLS Chrysler Plymouth Jeep Eagle 313 455 8740 313 961-3171

JEEP 1994 Grand Cherokee Limited loaded leather, tilt steer tow package 34,000 miles, medium driftwood (810) 486 4532

JEEP 1993 Grand Cherokee Ltd White, tan interior, loaded 47,000 miles, clean $18,900 Call (810) 588-8013 or (810) 258 5804

JEEP 1994 Grand Cherokee Laredo, 33,000 miles, blue, every option $18,100 (810) 563 5687

JEEP 1993 GRAND CHEROKEE, 4X4 LAREDO, only 28,000 miles, full package, V8 $19,440 Lease Cheap! FOX HILLS Chrysler Plymouth Jeep Eagle 313 455 8740 313 961-3171

828 Jeep/4 Wheel Drive

JEEP 1994 WRANGLER, automatic, spring ready, $11,800 313-455-8740 313 961-3171

JEEP WRANGLER, 1995 - Red, 4 cylinder, hardtop, tops, CD, trailer/sport upgrade, $13,800/best (810) 932-1048

JEEP 1994 WRANGLER - soft top, 5 speed, 4 cylinder, loaded, 20,000 miles $12,000 (810) 544-3691

JEEP 1989 WRANGLER - white hardtop, automatic, sony/pioneer cassette $7,500 (313) 533 7034

JIMMY 1985, full size, 4" lift, new 35" BFGoodrich tires, new 496 gears with new Posi unit, very good condition $5500 After 4PM (313) 522 5825

JIMMY 1988 loaded, 5 speed, only 70,000 miles clean $9500 SOLD

JIMMY 1995 SLT, 4 door red loaded leather, towing 8000 miles left $27,500 ask $23,000 (810) 857-1815

JIMMY 1993 SLT, 4 door, 4 wheel drive, leather, CD player, loaded $18,500 or best (810)231 2992

JIMMY 1992 - 4x4, loaded, auto matic, excellent condition, low mileage, $12,500 810 685 2959

MITSUBISHI 1991 Montero LS 4 door, automatic, Mint, 134,000 miles $7,900/best Offer 810-398 4662

NISSAN 1993 Pathfinder XE 4x4 - All options 20,000 miles, dealer maintained $16,950 810-643-0607

RANGER 1993 XL 4.0 X-cab automatic, 4x4, white, $13,500/best (313) 522 2290

SUBARU 1993 LEGACY, 5 speed, 4 wheel drive, teal, air, electric sunroof, 35,000 miles, $10,900 810-620-1673

SUBURBAN 1995 LT, full power, power seat PANIAN CHEVY (810) 355-1000

TOYOTA 1993 4 Runner - V6 automatic 4x4, leather, CD loaded excellent $21,500 313 422 5572

TRACKER 1990 42,000 miles most options, why pay more? $3999 only TYME TYME AUTO (313) 455 5566

830 Sports & Imported

BMW 1984 528e Burgundy sunroof air, 125,000 miles $4700 (810) 478 3148

BMW 1988 735 Silver w/black leather interior Has all options Excellent condition 101,000 miles $13,500 (810) 544-3115

BMW 1991 735 White Beautiful condition w/leather sunroof 102,000 miles $19,600 810 353 9750

BMW 1989 325 IXA - Red leather, sunroof, service records excellent condition $13,900 810 975 6086

BMW 1988 735i Leather, loaded Perfect condition, 120K miles $14,000 or best (810)229 5782

BMW 1996 Z3 black, new $35,000 (810) 788 9724

CORVETTE 1969 Black beauty 350hp V-8 Extra spare low mileage outstanding condition 76,000 miles $16,500 (313) 322 1408

830 Sports & Imported

CORVETTE 1977 - blue power windows/brakes, cruise, alarm garaged $4500 313 824 0868

CORVETTE 1992 Convertible - Polo green/tan top 32,000 miles chrome wheels $23,900 Call 313 326 6533

CORVETTE 1993, Convertible low miles, loaded PANIAN CHEVY (810) 355-1000

CORVETTE 1993 COUPE, automatic/air, full power, very Affordable! PANIAN CHEVY (810) 355-1000

CORVETTE 1994 Coupe 6 speed glass top low miles PANIAN CHEVY (810) 355-1000

CORVETTE 1991 leather, CD player removable roof stored Winter lens, $19,500 Call 313 886 0737

CORVETTE 1991 Like new Automatic Removable roof panel Garage stored 36,000 miles Teal with camel leather interior $21,500 (810) 473-5565

CORVETTE 1991 Stingray Hues Excellent 65,000 miles Fully loaded Best Offer (810) 624 3877

CORVETTE 1972 - White black interior automatic air 350 Need $10,900 313 522 5537

INFINITY J30 leather loaded excellent condition pearl gold $26,900 MORAN IMPORTER 810 353-0010

JAGUAR 1985 XJS Red chrome package Extra beauty Excellent $9,000/best 810 647-7056

JAGUAR 1986 XJS silver twin 81,000 miles excellent $7,750 313 454 9174

MERCEDES BENZ 1983 300CE - coupe garaged 22,000 miles mint condition $25,900 (313)862 6414

MERCEDES BENZ 1998 300E Silver gray, all records well maintained $17,500 Call 810 373 0451

MERCEDES BENZ 1976 450 SL Bright red Priced to sell 313 453 7500 DON MASSEY

MERCEDES 1992 E 300 excellent condition low miles $30,100 Call 9am-5pm 810 559 5646

MERCEDES 1986 300e 71,000 miles Excellent condition $13,000 Best After 5pm (810) 673-0443

MERCEDES 1986 300E silver mint one owner 100,000 miles Phone Estate Motor services $12,900 810 942-1170

MERCEDES 1990 300SL 14,000 miles showroom condition black/tan leather $45,000 810 258 0436

MERKUR 1989 - Scorpio All Power leather seats cruise sunroof loaded $5500 Best 810 615 1793

PORCHE 1985 928S red sunroof automatic garaged 79,000 miles $23,000/best (810) 615 0473

PORSCHE 911 cab 1990 red/black 39,000 miles Evenings 810 645-7045 days 810 549 6066

PORSCHE 1980 928S - Dark red metallic w/leather interior automatic 305hp V-8 Euro specs low mileage outstanding condition 76,000 miles $16,500 (313) 322 1408

830 Sports & Imported

PORSCHE 1978 - 928 5 speed mint 68,000 miles sun roof air $2500 810 651 6243

PUBLIC AUCTION Corvettes & Hotrods April 19 11 AM Detroit Auto Auction (313) 255 7200

SAAB 1985 900 Turbo automatic good condition lower exhaust/manifold cassette air $5000 (810) 544 3773

SAAB 1988 900 turbo coupe 5 speed sunroof excellent 117,000 miles $7200 810 646 1373

SUBARU 1993 Legacy Wagon 5 speed fully loaded under warranty 28,000 miles $10,600 810-757-0635

TRIUMPH 1980 Convertible - yellow black interior 15,000 miles excellent condition many extras $6500 No offers after 8 p.m. (313) 425 6587

TRIUMPH 1973 Spitfire - rebuilt engine many new parts very good condition English Green $3500 (313) 451-5522 (313) 427-8378

VOLVO 1987 740 automatic, sever, leather, all highway miles, mint, all records $5495 (810)661 4363

VOLVO 1992 240DL Wagon mechanically excellent low miles, interior like new all options Beautiful inside & out $8,750 (810) 851 0190

VOLVO 850 GLT 1993 black, loaded, mint $22,000 or best offer leave message (810) 932 3484

VOLVO 1994 850 Sport Wagon absolute must condition very low miles! charcoal gray exterior, medi gray interior, leather seat spoiler Sealed to the gills! $26,915/best Call 313 525-3500 eve 810 662 3335

832 Antique/Classic Collector Cars

BLASTING PLASTIC glass & sand expert paint & rust removal Towing available Plastic Abrasive Technology (810) 344 2724

CHEVY 1956 Bel-Air 4 door hardtop 283 power glide very little rust $2,200 1963 Chevy Impala station wagon 283 power glide power steering power brakes, little rust $1200 (517)521 4780

CHEVY 1946 - Impala Convertible Red/black top Must Sell! $15,000 Best Call Eve (810) 463-0040

FORD 1940 Deluxe Coupe - Street rod leather interior 327 cu in. $18,000 firm (313) 422 4128

FORD 1962 - Falcon Future Reborn engine, no rust new paint $3200 Best After 2 30pm 810 684 6330

FORD 1976 LTD 351M 57,700 original miles 2 door, $1450 810 620 3974

JAGUAR 1937 SS100 Replica - VW Beetle frame & engine Good condition $7250 313 885 4508

LINCOLN 1954 Capri - restored all power 1 owner 51 Cold miles $3500 or best (313) 484 0689

MONTE CARLO 1981 - 6 cylinder 3.8L engine 24,000 actual miles Mint condition Must See! 1 owner owner $4000 (313) 277-2759

MUSTANG 1965 - Fastback Poppy red 3 Carburetor Very Sharp! Very Sharp $19,500 (313) 459 9221

832 Antique/Classic Collector Cars

ONE OR Both - 1978 Corvette $6500 1988 Camaro IROC 2 $5500 (313) 592-1137

THUNDERBIRD 1956 - Needs work Body excellent Black $7500/offer (313) 491 5525 (313) 421-9376

VINTAGE RACE car formula $ 000, 600 hp Chevy $18,500 Tilt bed enclosed trailer, $4 000 Both $19 000 Must see 810-791-2049

834 Acura

INTEGRA 1989 LS 5 speed air cruise sunroof high miles must see! $3290 (810) 338-2907

INTEGRA RS 1995 23,000 miles loaded CD player sunroof spoiler $10,500 or best 313 522-8206

LEGEND 1990 L - Well maintained, 95,000 miles new tires 1 owner Call $5500 firm (810) 642-1878

VIGOR GS only 27,000 miles, excellent condition leather, sunroof, dual airbags premium sound system w/CD $18,995 (313) 459-1301

836 Buick

BUICKS Largest Inventory In the Area All Makes & Models CENTURY, 1986 1 owner, 49,000 miles $2,500 313 937-3133

LESABRE 1992 custom, good miles $10,495 2 to choose Starting at 313 453 4411 BOB JEANNOTTE BUICK

LE SABRE 1994 Limited - leather, CD loaded excellent condition $17,900/best (810) 477-3061

LESABRE 1984 Limited V8 black, 4 door, full power Good condition $3000 810-478-7533

LESABRE 1987 LTD - loaded super clean $2,900 Call (313) 697 0606

LESABRE 1988 - Red excellent condition clean low new 93,000 miles $5000/best (313) 422 8272

LESABRES 1994 LIMITED, 3 to choose Starting at $12,995 313 453 4411 BOB JEANNOTTE BUICK

LE SABRE 1993 - 3.8 V6 Loaded New Michelin tires new windshield no check All highway miles Extremely clean $11,900/best 810 363 9578

PARK AVENUE 1993 low miles leather power sunroof $14,888 313 453 4411 BOB JEANNOTTE BUICK

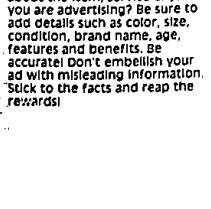
REATTA 1991 - burgundy all power 51,000 miles gray leather interior days 810 263-8625

REGAL 1993 Custom Sedan bucket seats 313 453 4411 BOB JEANNOTTE BUICK

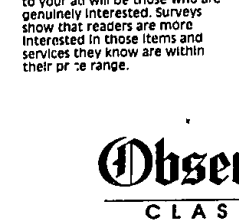
REGAL 1990 GS Loaded 86,000 miles $6,000 (313) 394 0040

WRITE IT AND REAP!

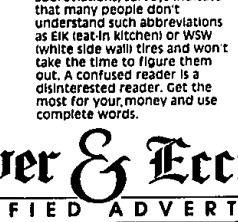
Writing a classified ad that gets results—whether it be for real estate, employment, the personals, transportation, or merchandise— is easy if you follow the guidelines below.



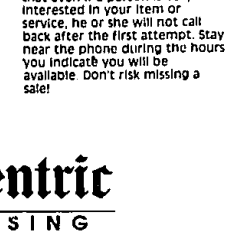
1. Give the reader specific information. Pretend you are someone reading the classifieds. What would you like to know about the item, service or job you are advertising? Be sure to add details such as color, size, condition, brand name, age, features and benefits. Be accurate! Don't embellish your ad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



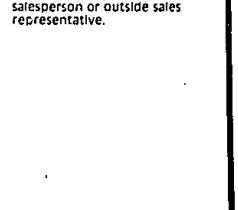
2. Include the price. Don't waste your time or a potential buyer's time. If you advertise the price of the item or service you offer, the people who respond to your ad will be those who are genuinely interested. Surveys show that readers are more interested in those items and services they know are within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

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