

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.

you are advertising, be sure to add details such as color, size, condition, brand name, age, features and benefits. Be

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
ads

LEGAL SECRETARIES

Experienced, for permanent & temporary assignments. 1st-4th yr. All fees employer paid.

JOANNE MANSFIELD

Legal Personnel

Suburban Areas 382-3430
 Pembacot Bldg 881-8580

LEGAL SECRETARY - 2nd Attorney with office in Canton, part of a large firm, is seeking an experienced legal secretary, word processing background required. Full salary & benefits. If interested, please send your confidential resume & references to: Mr. J. J. O'Donnell, a Confidential Source, 36251 Schoolcraft Rd., Livonia, Michigan 48150.

LEGAL SECRETARY - Experienced

Employment

Immediate placement opportunities for individuals experienced in:

- Admissions
- Collections
- Hospital Billing
- Medical Reception
- Medical Transcription
- Physician Billing

Earn great pay with no test. Call a Tempco Representative today for more information.

TEMPO

443-5590

MEDICAL RECORD CLERK - Part time/week for 1 year. Must have excellent administrative ability. Must have 1-2 yrs. experience in medical records preferred. Will train. Good communications skills a must. Call Kathy Davis: 372-3030

LEGAL SECRETARY with short-
and long-term experience for
several positions in
downtown & suburban firm. Ex-
cellent skills & experience. In-
terested in 401K, Free Pkld.
404-5500 NETWORK RESOURCES

LEGAL SECRETARY
Start home office and
provide attorney, flexible hours,
part time or full time
848-1242

LEGAL SECRETARY
for medium sized Southern Law Firm. Word processing necessary. Minimum 3 yrs. legal experience. Excellent working conditions. Call Evelyn at 282-1900

LEGAL SECRETARY
for downtown Birmingham Law Firm to work for 2 Associates. Resume excellent! Young sales and word processing a plus. Paid parking, competitive salary and good benefits. Please call to EMB 848-0009 & EMB 848-0009. 36211 Chesterfield Rd., Livonia, Michigan 48150

LEGAL SECRETARY
Experienced in commercial finance, real estate, loan mortgaging or related fields to work in new business office. Please call to EMB 848-0009

OFFICE CLERICAL - Part time. Above average individual needed for fast paced, non-smoking insurance and investment office. Training of clerical staff. Good opportunity. Variety of duties. Based on organizational skills. Send me for details. Salary to work with merit increase plan, word processing background. Flexible hours. 242-3222

OFFICE HELP - full time. Good at telephone & fax. Able to print many available. Copy Directs. Training. LOHN 85-8777.

OFFICE HELP
Needed - busy office needs a highly motivated, dependable reliable person to answer phone, take messages & do some light filing. To require, call me. 1-313-344-9000

OFFICE HELP part time needed
realtor. Successful. Real accounting

**HILLSTROM & ROSS
AGENCY, INC.**
626-8188

MEETING OFFICE LEADS
Property management or day
renting firms to be used at day
renting firms (general office cl
Quoted estimates should be de
considerable & self insurance. Good
position for repairs for night student
All our have to attend, if interested

**MORE
CLASSIFIEDS**

This classification
continued on Page
76 in R, W, T, R.