

709 Household Goods Wayne County
ANTIQUE dining room table chairs...

711 Misc. For Sale Wayne County
HONDA CAR GENERATOR...

712 Appliances ALZAMA refrigerator...

713 Bicycles Sales & Repair SCHWINN BIKES...

714 Business & Office Equipment ATTENTION Income Tax Preparators...

MOVING SALE 26-470 WOODBINE DRIVE...

USED FURNACE 3200 Good condition...

710 Misc. For Sale Oakland County
BANKRUPTCY SELL OFF...

715 Computers APPLE II Plus, 64K, monitor with...

716 Commercial Industrial Equip. HONDA GENERATOR Model...

717 Lawn - Garden Farm-Snow Equip. FARMALL TRACTOR...

718 Building Materials NEW PLY aluminum windows...

721 Hospital-Medical Equipment MANUAL hospital bed...

722 Hobbles Coins & Stamps COLLECTOR selling 5000 US...

723 Jewellery COUNTRY CUT DIAMONDS...

724 Cameras-Supplies LENSES FOR Nikon A-1...

726 Musical Instruments ALL PIANOS WANTED...

727 Musical Instruments KAWAI PIANO, excellent condition...

728 CB Radio Cellular Phones SPECTRUM PHONE...

730 Sporting Goods EXCITE BOWTIE PULLER...

730 Sporting Goods GOLFERS, take new condition...

735 Wanted To Buy ANY AUTO OR TRUCK THAT RUNS...

METAL WANTED COPPER, RADIIATORS, BRASS...

736 Household Pets ADORABLE AKC registered Shih...

737 Musical Instruments ALL PIANOS WANTED...

738 Musical Instruments KAWAI PIANO, excellent condition...

739 Musical Instruments KAWAI PIANO, excellent condition...

740 Musical Instruments KAWAI PIANO, excellent condition...

741 Musical Instruments KAWAI PIANO, excellent condition...

742 Musical Instruments KAWAI PIANO, excellent condition...

802 Snowmobiles YAMAHA 1980, Excelsior, excellent...

806 Boats & Motors HONDA 18 HP, 1982, Yamaha Duramax...

814 Campers, Trailers & Motorhomes ENCLOSED utility trailer...

815 Auto & Truck Parts & Service HONDA Civic, 1980, 1.6 liter...

820 Autos Wanted We Buy Cars! All Makes...

821 Junk Cars Wanted A-A-A AUTO All repairs...

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# WRITE IT AND READ IT!

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 repeat the rewards!
2. Include the price. Don't waste your time or a potential buyer's time. If you determine 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 wall tiles) 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 active schedule with your telephone salesperson or outside sales representative.

New Zimmerman & Kurzwilf Digital Pianos Used priced from \$395 to \$1,995. Call 334-0566.

SCANLON PIANOS 2544 ORCHARD LAKE RD. W. BLOOMFIELD, MI. 48106-5000

SMILEY BROS. 425-1177

WHEATEN Trailer, soft ported...

YORKIE'S, MALLS, AKC, 13 weeks...

740 Pet Services Make Sore Throats, Infections...

741 Horses, Livestock Equipment

742 Horses, Livestock Equipment

743 Horses, Livestock Equipment

744 Horses, Livestock Equipment

745 Horses, Livestock Equipment

746 Horses, Livestock Equipment

747 Horses, Livestock Equipment

748 Horses, Livestock Equipment

749 Horses, Livestock Equipment

750 Horses, Livestock Equipment

Use this form to write your classified advertisement before you call... or fill it in and mail to: The Observer & Eccentric Newspaper, 36255 Bochraner P.O. Box 2428 Livonia, MI 48151-0428

## Observer & Eccentric classified ads

NAME \_\_\_\_\_ PHONE \_\_\_\_\_

ADDRESS \_\_\_\_\_

MESSAGE \_\_\_\_\_

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