

### STATE THE ITEM

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EALTY.

10-13;77 tfn

MOBILE

HOMES

after 3:30 p.m. 10-20;77pd.

ell. 255-8603.

E10-13:77tfn

tchg. 10-13,22,29;77

GARAGE

69-6028

RENT

Tell your readers exactly what you're selling right away. Don't bother with fancy features yet. They don't want to know it's "Wilson K28" until after they know it's a set of golf clubs.

GIVE ENOUGH INFORMATION An ad that's too short becomes expensive if it doesn't sell your item. "Golf Clubs. 000-0000" leaves the reader with too many questions. What kind? What model? Condition? State

the price or say "Make an offer

GOLF CLUBS, Wilson K28, full set, with blue and white Atlantic bag, damaged number three iron, cost \$400. Will sell for \$225. Phone 000-0000 after 6 P.M.

# MAKE SURE CUSTOMERS CAN REACH YOU

## **BE HONEST**

Don't omit obvious flaws or exaggerate the quality. "Never used" might get lots of calls but "damaged number three iron" may get more offers. Your readers want to buy from some. one that they can trust.

Just a phone number is enough if you will be home all the time the ad is running. If not, your caller may get discouraged and decide not to call back. By adding "After 6 P.M." your customer knows exactly when he can reach you.

GET TO THE POINT Avoid long-winded language when short phrases will do. "Super deluxe, attractive blue and white Atlantic bag" can be shortened to "blue and white Atlantic bag." That way you can convey a lot of information while taking advantage of our low Person-to-Person rates.

well-written classified ad will sell just about any item or service you're selling. The example above suggests a few ways to make your ad effective. But even the best ad won't do the job unless you put it in the right place. In our Classifieds. In the Classified, your ad will reach your best prospects at the lowest price. It will be read by ready buyers in your area, the ones most likely to come over and complete the sale. So when you're placing an ad for anything, make it count. By writing it the right way and putting it in the right place. In our Classifieds.

# **The Black Mountain News** Call The state of the 669-8727

extra lots included. \$32,000.

GOLFCOURSE-All appliances included. Eat in kitchen, garage, 3 B.R., 2 baths, large level lot. \$44,000.

IN TOWN--Large 2-story brick home with double garage--hot water heat. Level lot with open areas and trees. \$48,000.

NORTH-Rambling 2 B.R., 11/2 baths. Fireplace in family room. Carport and utility room. \$31,500.

BROOKFIELD--Situated on large level lot. Two large bedrooms, 11/2 baths, rock fireplace, double garage and much more. \$39,500.

SUNSET MEADOWS EAST-Attractive home with dining room and den combination. 3 B.R., 1½ baths, living room, deluxe kitchen. 1300 plus sq. ft. of living space. \$35,500.

NOR TH FORK--Rustic log home custom built byowner. Over 2200 sq. ft. of living space-11/4 acres of beautiful land. \$62,000.

YearRoundCottage--Fully furnished including color TV. Oil forced air heat. Completely 2 fenced. Large landscaped lot. \$39,9000.

**DEVELOPERS OR INVESTORS-**Approximately 8 acres with paved road frontage and plenty of privacy. Gracious colonial home in good condition. Can be used for your own personal estate or land can be subdivided into many building sites. \$115,000.

PRIVATE MOUNTAIN ESTATE -- Two story colonial home with swimming pool, and tennis courts. Situated on 12 acres of spectacular mountain beauty. \$165,000.

#### LOTS AND ACREAGE

One to 3½ acre tracts in Charmeldee Acres and Hickory Ridge Estates from \$4500.

**OLD FORT - Sugar Hill Road** 4 acres - \$4500 5 acres - \$5500 30 acres - \$800 per acre REAL PROPERTY RE

Well kept spacious home, 3 bedrooms, den, walking distance to town, quiet street, fenced yard, completely winterized. A genuine bargain for \$23,500.

ENERGY EFFICIENT HOME - in easily accessable location. 2 bedrooms and one bath. Nice dining area and recently remodelled kitchen. Some furnishings might be purchased also. furnishings might be purchased also. \$19,500.

...For Sale or Lease: Fully equipped small restaurant. Just the right size for a prosperous delicatessen. Be the first in this area. Sale priced at only \$35,000.

**NEW RANCHER under construction** with 3 bedrooms, 2 baths, fireplace, full basement on 1.14 acre wooded lot in restricted area off Bee Tree Rd. \$43,500.

\$28,000 - "have your cake and eat it too Comfortable 3 bedrooms, 1% bath home on .8 acres. PLUS - 36x34 double garage in rear. Garage makes ideal location for an auto, machine or hobby shop or can be a commercial rental for extra income.

**NEARING COMPLETION - Beautiful** rustic rancher with thederal living and dining room the thederal living a large 1.64 Solution Three bedrooms, two baths an Garage. Situated in one of the most beautiful developments in WNC. \$39,500.

NEW LISTING - \$42,000. Under construction 3 bedrooms, 2 bath home with living room. dining room and country kitchen. Den with Fisher stove. Garage on 1.3 acres.

NEW LISTING - \$43,500. Nearing completion. Beautiful rustic home in Grovemont. 3 bedrooms, 2 full baths. Great room with Fisher stove. Plenty of closet space. Country charm with city conveniences.

TOP OF THE MOUNTAIN - Paved Road, 3 bedrooms, 2 baths. 2 fireplaces and a deck on two sides. Exclusive Section. The view is for sale with the house. \$43,000.00

669-6504

Animal lovers and gardeners - HERE IT IS: a small farm with easy access. Country living at its best. Partial owner financing. \$27,000.

REALTOR

HOME: 669-8937

NEW LISTING - \$58,500. Country living 20 acres with tobacco allotment. New 3 bedroom with den. Drive in garage. North secion off 4 lane Appalachian highway, near Mars Hill

A REAL SHOWPLACE - 3 bedroom, 2 bath home in a restricted subdivision. Country kitchen opening onto a beautiful covered porch. 2 fireplaces, workshop in basement, and plenty of storage. \$68,900.

Unique custom designed home on 5 acres with breathtaking view. Brick and cedar exterior. Quality plus throughout. Four large bedrooms and 3 baths. Family room with fireplace. soundproof music room, den, wrap-a-round deck, basement, double carport, fruit trees and more. Private and secluded 5 minutes from I-40. \$85,000.

Truly elegant home that is unique in the Black Mountain area. Totally secluded yet only minutes from downtown. \$165,000. Only serious inquiries, please.

SUMMER PLACE D' acres with cabin Broc Stream on property. \$7,5

LOTS-ACREAGE - We have lots from 1/2 to 10 acres in the city and out. Priced from \$1500 - \$41,500.

### COMMERCIAL

Commercial property on Old U.S. 70 - 1 acre with foundation for building already in. \$13,200.

Beautiful 3 bedroom 3 bath home on U.S. 70 that would make an ideal restaurant location. 240 feet on highway. 1 bedroom cottage on property.

**Marcy** Pierce LaVerne Jones 669-6710

**Jim Jones** 258-8109

James H. Parks 686-3158

AFTER HOURS