



a happy combination like Realtors and Want Ads

SALUTING INTERNATIONAL WANT AD WEEK ...

JOHN P. SULLIVAN
REAL ESTATE
21640 W. McNichols
Detroit
7664 M-36, Hamburg
KE 8-0550 1-227-6188

DAVIS REALTORS
1111 East Stadium Blvd.
1608 Jackson Ave.
Ann Arbor
66 DAVIS or 769-3600

MACLEAN REAL ESTATE
27305 Five Mile Rd.
255-3070

JOHNSTONE & JOHNSTONE
24040 Orchard Lake Rd.
Farmington
GR 4-2177

R. W. RUSSELL REALTY
2202 North Wayne
Westland, 721-0676

**CRANBROOK
ASSOC. INC. REALTORS**
31455 Northwestern Hwy.,
Farmington
626-8700
1424 S. Woodward,
Birmingham
645-2500

NORTHVILLE REALTY
101 N. Center
Northville 349-1515
Stan Johnson, Realtor

SANDS REALTY
3060 S. Commerce Rd.
Walled Lake
624-6100

Why Want Ads Get More Popular

By ART LANGER
Classified Advertising Manager
Observer Newspapers



In today's Observer, you'll find several pages of thickly-printed information. That's the Want Ad section -- in my opinion, number two in popularity with readers, right behind the front page.

The popularity of classified advertising in the Observer is reflected in the jump in ad sales since 1971. Since January, 22,726 classified ads were placed as compared with 20,832 during the same period a year ago. That's an increase of 1,894 ads during the three-month period!

Not only that, a steady month-by-month increase continues to be reflected in record. For example, an increase of 2,099 in number of ads is shown at the end of March over February.

I'VE ALWAYS SAID a Want Ad will sell any item at a good price -- even "odd ball" items. And that's what makes reading the want ads so much fun; you never know what you'll run across next!

The Want Ads often reflect family crises, too, if you read between the lines. Sometimes they are printed boldly in black and white: "Leaving town; must sell."

Part of the interest in the Want Ads is generated because the customer is searching for a certain item. After all, a Want Ad is aimed at finding a specific person who wants to buy a specific object or

service. Who knows? You might just find what you're looking for.

There is a great variety of things, situations and opportunities to be found in the approximately 1,500 to 3,000 Want Ads in Observer issues.

The Want Ad department has four outside salesmen and 12 telephone ad writers to sell, write and simply to keep track of each ad. We check each ad over and over and it passes through several hands before appearing in print.

WE HAVE FOUND it best to run a Want Ad several consecutive editions rather than inserting it occasionally.

All of this adds up to a successful Want Ad. And a successful Want Ad means three happy people: the person who placed the ad, the person who answered it -- and Art Langer.

Not only me, but everyone in the classified department is mighty pleased with our countless satisfied customers. It's a rewarding job.

And I still say the classified is just about the most read section in the paper. Many of our most ardent fans confess to an "addiction" to reading the ads.

What better place can you think of to advertise your wants?

News We're Paid To Print

Once a year -- it probably should be more often -- newspaper publishers pay their respects to the thousands of readers and commercial enterprise who produce 22 to 28 pages of the news each and every week, over and above that turned up by newspapers' reporters.

These are the Classified Want-Ad pages, crammed full of information which affects families and individuals to an extraordinary degree.

To the person seeking a job, a room, apartment, house or farm to rent or buy, a particular piece of merchandise for his home, hobby or recreation, a better car or parts for his current model, a pet for his children or the return of a lost pet or valuable belonging, the Observer Want-Ad pages often become the most important pages in the paper. Every survey shows their high readership.

With International Want Ad Week now being observed, we'd like to express our appreciation to the regular and occasional users of the "wants" and assure them that we will continue to utilize every safeguard for their copy.

All technical and journalistic advances are being used to keep this "news" section of the Observer as modern and effective as we can make it.

The fact that readers pay us to print their classified ad section, which in turn heightens the general appeal of our whole product, makes it incumbent upon us to give the utmost attention to display and service.

Any thing less would not be a fair exchange.