

The Busiest Room In Observerland

The classified telephone room at the Observer Newspapers is one of the most modern facilities of its kind in the nation.

When you dial 522-0900 to place an Observer Classified Want Ad, your call is answered by one of 11 ad takers. There is no switchboard to go through because the Observer Classified telephone room is equipped with 17 direct incoming lines.

As the ad taker helps you word your ad she is typing it on a special three-part form with an electric typewriter. One part of the form is used to produce your ad. The second part of the form contains information that is fed into an IBM 1130 computer for billing information. The last part of the form serves as a record of your ad for checking purposes.

After your ad is completed the ad taker puts it into a specially designed conveyor system located within easy reach. This conveyor system was designed with speed and efficiency in mind.

The conveyor system carries your ad to a clerk who scans the ad for accuracy and completeness and then sends it on to our production department.

IN THE ENTIRE Observer



Newspapers central offices, there is no busier place than the classified phone room on deadline days. In fact during the warm months of the year, it is not unusual for the phone room to handle more than 1,000 calls in one day.

Homeowners and retailers annually sell millions of items of new and used merchandise through the classified columns.

Local real estate brokers sell

properties valued in hundreds of millions of dollars throughout Observerland.

Automobile dealers sell tens of thousands of new and used cars with the help of Observer Want ads.

To sum up the feeling of the girls in the phone room: "Classified Want Ads do more things for more people at a lower cost than any other form of advertising."

SO BUSY—The classified advertising department of Observer Newspapers is so busy that a separate phone line exists for classified insertions and as many as a dozen girls are on hand at a time to handle the traffic. Speed and efficiency have been improved through installation of an automated conveyor system which simplifies the paper work, and accuracy and courtesy are the hallmarks of these specialists.

IN A WANT AD SALUTE



"SELL..."

H.A. POWELL Studios
OVER 37 YEARS
of RELIABLE SERVICE
28855 Plymouth Road
East of Middlebelt
LIVONIA



"BABYSIT..."

**KIRBY OF
BERKLEY**
4111 Twelve Mile Road
near Greenfield
BERKLEY

FULLER BRUSH COMPANY
Phone Orders Appreciated
722-4433

**BINGHAM'S
STANDARD SERVICE**
Five Mile & Lavan
Livonia, Mich.
AAA Rd. Service...Tune ups
Minor repairs



"BUY..."

THE HEARTHSTONE
Warehouse Outlet Store
11825 Mayfield
LIVONIA

**CONSOLIDATED
MANAGEMENT CO.**
20300 Civic Center
SOUTHFIELD
368-6560

**SOMEBODY SOMETIME
TEMPORARY HELP
SERVICE**
1225 First National Building
DETROIT
986-6800



"JOB..."

ELECTROLUX
23914 Cherry Hill Road
DEARBORN
LO 1-2782

CAMPERS' PARADISE
28790 Plymouth Road
LIVONIA
261-1100

LIVONIA KIRBY
6841 Middlebelt
LIVONIA
425-8888

"Serving this community since 1968"

**GOLDEN LANTERN
RESTAURANT**
33251 Five Mile Road
LIVONIA
421-1015



"HIRE..."

FRANKLIN MANOR
Convalescent Center
26900 Franklin Rd.
SOUTHFIELD
352-7390
A Loving Care Center

DALE'S MOBIL SERVICE
7975 Middlebelt Rd.
WESTLAND
421-9406
Minor & Major Repairs

LORENZO'S PIZZERIA
5 Mile at Newburgh
LIVONIA
464-3100
Fast Pick-up or Delivery



"FIND..."