



ONE OF THE most unusual items to ever have been advertised in the Observer Classified Want Ads was a Stradivarius violin. The violin was owned by Mrs. Dorothy Langraf's great-grandfather. Mrs. Langraf and her son Donald were kept busy answering hundreds of phone calls about the Stradivarius.

I Am The Want Ad My Mission ...is to serve humanity

without regard to creed or position of time or place. I am the servant of the poor, the commissioner of the rich. With each sunrise and sunset I go forth with new missions to perform. Each new day thousands rely upon me to fill their needs and satisfy their wants.

I SEARCH OUT all manner of things for all manner of persons. I find the castle for the newlyweds, a home for those grown weary and aged. I find a business for a future giant of industry and a little shop for a widow's livelihood. I alter the course of millions, and many times the future of maid and man is of my determination. I recover the lost pets of weeping children, and restore lost persons to anxious friends.

I SING the praises of artisans, proclaim the skill of craftsmen. I find labor for the man of brawn as well as opportunity for trained and active minds. I am the Fabled Dwarfs, Aladdin's Lamp and the Magic Wand of modern times.

MILLIONS in trade are consummated through me, yet the value of my service is not measured in silver or gold. Even rogues avail themselves of my power and filch from those who trust me. I am an index of trends, a barometer of commerce, a harbinger of coming events. I am a by-word in countless thousands of homes, the first thought in many times of need. My speed of action, the sureness of my success, matches the completeness of my public acceptance. Within my lines are the sad stories and the glad stories of everyday living that goes to make up life.

I PERFORM in my own individual way; for me there is no substitute. No other medium, no other method, plan or scheme can duplicate my service. In multiple, I become the world's greatest market of services and things. I am born of the people and have lived and grown by their insistence and over the protests of those who held my destiny. I have become an institution of service big enough and broad enough to do anything for anybody at any time -- I AM THE WANT AD.

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Realtors and Want Ads are like a boy and his dog (Inseparable)

Saluting International Want Ad Week . .

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