



*Fran Gillis, Phone Room Supervisor
Robert Delany, Asst. Classified Manager*

It's All There In Observer Want Ads

No place is busier than a classified phone room on deadline day, evidence of which is found in the fact that within a single day this department of Observer Newspapers has handled upwards of 1,000 advertising calls from individuals who are at least temporarily in the market place.

Goods, services and employment opportunities are only a few of the features of a strong classified operation like ONI's. Every day there are those who want to buy, sell, or trade, which explains why the response is so great.

Homeowners annually sell millions of dollars worth of used merchandise through the classified columns, and people from all walks

of life regularly enjoy the results they receive with Observer want ads.

So busy and vital is this department in the new ONI building 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 all these specialists.

Whether you want to sell a \$75,000 home or a canary cage, there's a buyer waiting for your classified ad -- and a girl at the ONI end of the telephone line to take it.

