THE SIORNING OREGONIAN, THURSDAY, MARCH $28,1918$.


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THE ROUTE OF YOUR WANT AD
Few persons realize the number of hands
through which a want ad must pass after it through which a want ad must pass after it
is brought in or telephoned to The Oregonian office.

The telephone or counter clerk receives the ad;
Checker goes over the ad to correct any errors in spelling 3. Copy boo carries it to composing-room;
4-Foreman of classified sorts by classific Ltibates to linotype operators;
-5- Liniotype operator sets ad into type;
6-Printed proof of ad goes to prootrea
6- Linotype operator sets ad into type;

- Prited proof of ad goes to propefreader to be read for
typographical errors; 7-If any errors, ad goes back to machine for correction;
8 -Goes back to proofreader: 9- When "oK"" goos to makike-up man for distribution into
form under proper classificiation: Yorm under proper classification;
10-Page, when made up, goes to ste
1-To pressmen,
11 -To pressmen, where papers are run;
12-To carriers, newsboys, newsdealers and mail, for distri-
If Your ad for The Sunday Oregonian is received LATE Saturday evening you.are making it very difficult for every
one of these workmen to give perfect service by foreing them to work under a heary strain and at high tension, for besides
your ad there will be hundreds of othera received at the last It is the desire of The Oregonian to render PERFECT
SERVICE, but, with a heavy volume of business passing through so many hands, some errors are unavoidable. How-
ever, with YouR cooperation in the matter of furnishing
EARLY copy, the perpentage of error can be recuced to a THE CLOSING HOUR FOR WANT ADS FOR THE SUN6 P. M. Saturday For other issues than Sunday the elo
USE YOUR PHONE

Bell, Main 70
AND USE IT EARLY!
Home, A 6095

## POLLY AND HER PALS

