

Outlook - Citizen - Post

Classified


TOLL FREE NUMBERS FOR YOUR
CONVENIENCE

Gresham & Sandy

665-2181

Damascus Area

658-5000

 **Bolster & associates inc. — REALTORS**



MAIN OFFICE
10910 N.E. Huber, 97230
256-0011

NORTH BRANCH
1854 N. Lombard 97217
283-4446

GRESHAM BRANCH
599 N. Main St. 97030
667-3660

August 22, 1978

To Whom It May Concern:

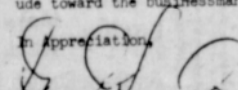
As a businessman, I am interested in receiving the most from my advertising dollar. When I need to hire personnel, I want quick response from the classified advertising I choose, to justify the expense.

Just recently we were faced with that exact situation. We needed secretarial help quickly. I chose to advertise in the Gresham Outlook, and another widely circulated newspaper. Our Outlook ad prompted an excess of 40 calls, and 12 interviews within 2 days, of which one was hired. The other newspaper ad prompted us only 2 calls.

To say the least we were very pleased with the investment, and would gladly advertise in the Outlook's classified section, if the need should arise.

I can recommend highly the Outlook, and its staff in the professional attitude toward the businessman's needs.

In Appreciation,


David L. Wiese
Branch Manager,
Training Director

DW/mp

*Another
Outlook
success
story!*

FIVE WAYS TO HELP YOU PLACE YOUR FAST—WORKING LOW COST ACTION AD!

1. To place your ad, decide what value that you wish to place on the item that you are going to sell. You should state the price in the ad. This screens the calls for you.
2. Place an ad that is readable to the people that are looking for your item. It should have as few abbreviations as possible. Do not use blind box numbers if at all possible. Ads that people can respond to at the time they are reading gets the fastest results.
3. Place your ad for a sufficient number of days to achieve the response that you desire, and obtain the maximum exposure in our circulation area.
4. Our office hours are 8:30 to 5:30 Monday through Friday. The deadlines for the Outlook & Sandy Post classified ads are 12:00 P.M. Tuesday for the Wednesday & Thursday papers. 12:00 P.M. Friday for the Wednesday Citizen and Saturday Outlook issues.
5. Sorry, we cannot accept cancellations or changes prior to the first insertion. Read your ad the first time it appears, and if there is an error, please call us immediately. When you get results, just call us and you'll only be billed for the number of times your classified ad appears.

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490 furniture
500 appliances
510 TV Stereo
520 Musical Instruments
530 Sewing Machines
540 Sporting goods
550 Snowmobiles
560 Boats Motors Marine
570 Bicycles
580 Misc. Wanted

590 Miscellaneous
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630 Garage sales
640 Clothing
650 Wood and sawing
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690 U-Pick Produce
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710 Nursery stock feed and
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730 Butchering Lockers
740 Poultry rabbits

750 Livestock
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810 Machinery
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