| R.N. part time weekdays. Pediatrics office 675- 7955. 3-4-P NEED SITTER for 6 mos. old. MonWed., 8-4. Experienced & refer- Need at time weekdays. Description of the second state of the | KHANNOCK Retail/ | Munary Avertisers have to both the second se | al cable television have gotten good ti's first began b doubt reached before been their sion viewers are television ads are forced upon the listener or viewer, who may or may not welcome them. The high degree of use of remote controls by "channel surfers" indicates they mostly don't. quency of pressions on the ertising does litte , who doesn't s them forced at it; isn't that al cable television way to know who is watching at what moment, thus your campaign needs very high moment, thus your campaign needs very high so it's the same message over and over again. 6. Unlike ads in the newspaper, radio or television ads are forced upon the listener or viewer, who may or may not welcome them. The high degree of use of remote controls by "channel surfers" indicates they mostly don't. So, what are the Post and Journal's strengths? 1. We reach an audience of higher carners and information seekers—the people who have the moment the ware the prosent of forth one we the strengt here the people who have the strengt here the people who here the people who here the strengt here the people who here the people whore the strengt here the people whore the strengt here the p |
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| after 2 p.m. Westmore- land Club, 59 S. Franklin St., Wilkes-Barre, PA 6- DPmiss out on this well maintained home in move in cond. 3 bdrm., 2 1/2 baths, office/den, 2 car garage. Gas heat, cent. air. Many up- grades, \$185,900. Price & points neg. 675-4720. 4-6-PLONG NJ, O2 2 ba., model duced May, 7630.INSTRUCTION PIANO LESSONS. All ages. Norma Rogers, 675-1356. 5-4-PRENTAL WANTEDImage: Norma Rogers, 675-1356. | ACATION RENTALS On cable love adv The Dall The Abin The Abin The Abin School School | A constraint of the term of term of the term of term | avorite with most avorite with most ision watchers are germanence. It can be looked at, put down, picked up again and referred to other family members. And it has shelf life, up to a week or more. bids are divided or more. c) Good newspapers have credibility with readers, and that rubs off on the advertisers, who are seen as more trustworthy than advertisers in other media. You can change the ad each time it runs, so your message doesn't become stale and outof-date, like the springtime ads that are still running on cable in the fall. c) Our readers choose to read the ads: they are n't forced on them. In other words, they are |
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| ACCOUNTING <u>E.W. Benke, PC</u> Free Electronic Filing • New Clients Appreciated Small Business Accounting • Income Tax Preparation Make Appointment Now • \$5 or 10% Discount w/ Ad 341-3434 • 587-3211 • 836-3212 <u>ANIMALS</u> <u>Pet Care Associates Inc.</u> "Your One Stop Pet Care Center" Bill Haddle, Sharon M. Horn DVM & Kristin R. Edwards, V.M.D. Assoc. The oklest established boarding kennel in the area open for inspection Boarding • Grooming All Breeds | COMMERCIAL REAL ESTATE FOR RENT W-B Business Center Office, Warehouse, Storage, Retail, Wholesale Suites from \$150/mo. Units 1000 to 12,000 sq. ft. Low rates Short term lease Close to I-81 Exit 45 822-1139 or 823-1413 Put your ad here for as little as \$4.30 Call 675-5211 | GLASS SERVICE We do it all Auto • Commercial • Res 596 CAREY AVE., WILKE 822-8133 Gutters Cleaned, Repaired and In Aluminum Leaf Guards • Piping Under Free Estimates No Job Too Sm | idential S-BARRE Installed rground hall Angelo's Pizza Restaurant & Lounge Midway Shopping Center, Wyoming Pizza • Pasta • Seafood Hours of Restaurant & Lounge MonThur, 10 A.M 10 P.M. Fri. & Sat. 10 A.M 11 P.M. Sunday 12 - 10 P.M. Bar Open 7 Days a Week till 2 A.M |
| Boarding - Grooming All Breeds Veterinary Services - Pet Supplies & Foods All Vaccinations required by law for boarding animals. Pick Up & Delivery Available Stop In, Take A Tour, Meet Our Friendly Staff. Member ABKA Image: Market A Tour, Meet Our Friendly Staff. Member ABKA Image: Market A Tour, Meet Our Friendly Staff. Member ABKA Image: Market A Tour, Meet Our Friendly Staff. Member ABKA Image: Market A Tour, Meet Our Friendly Staff. Member ABKA Image: Market A Tour, Meet Our Friendly Staff. Member ABKA Image: Market A Tour, Meet Our Friendly Staff. Member ABKA Image: Market A Tour, Meet Our Friendly Staff. Member ABKA Image: Market A Tour, Meet Our Friendly Staff. Member ABKA Image: Market St., Kingston | CONTRACTOR General Contracting Roofing & Siding • Kitchens Bathrooms Complete \$3,395.00 Eaves & Gutter Work • Replacement Windows All Phases of Construction • Free Estimates 675-7059 • 288-8984 | 287-3262 HAULING Eric's Hauling Holiday Clean Up Specials Almost Anyth Leaves/Metal/Wood/Scrap/Junk/Trash/Tubs/Sinks/Appliand Attics, Basements, Garages, Yards Cleaned Free Estimates, Fast Service HEATING Parnell Heating & Air Condi Water Pumps, Electrical Heat Air Conditioning, 24 Hr. Serv | 693-1903 SEPTIC J.F. SINGER Danny Thomas, President R.D. #3, Shickshinny 823-4529 (W-B) 542-2300 (Shick.) INDUSTRIAL & RESIDENTIAL SEPTIC TANKS & CESS POOLS CLEANED |
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