

# Thanks, Ron, for allowing us to help you retire by conducting Hallett's Business Closing Sale



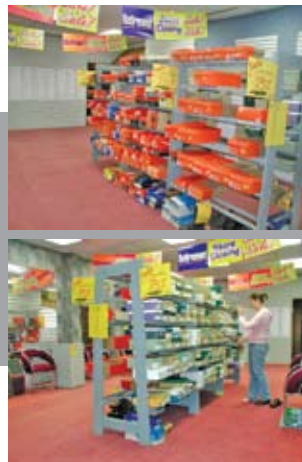
Pictured from left: Jim Sharp, Ron Henningsen and Hal Murray

**Thanks, Rich Knowles, for introducing us to the Smart Shoppers... powerful publications which we credit for helping Hallett's sell over 9,000 pairs of shoes... their entire inventory... in a few short weeks.**

**Before Sale**



**3 Days Left**



Wingate Sales Solutions has helped thousands of retailers obtain top sales results during their 93 years serving retailers nationwide. We organize, advertise and supervise sales events tailored to each business's unique needs.

Recently, we concluded a retirement sale for Ron Henningsen, owner of Hallett's Bootery in Denison. In the words of Hal Murray, lead consultant with over 29 years experience, "I've conducted hundreds of sales over the years and only one of those sales surpassed the success achieved right

here in Denison, Iowa."

Hal continued, "At the outset we evaluated the various available advertising media and after seeing the Smart Shopper's big 10 county coverage area and the fact they are delivered 100% direct mail, we made the decision to concentrate our printed budget, the bulk of our advertising effort on the Smart Shopper and Smart Shopper Extra."

"We used them exclusively for print advertising and the results Hallett's ads got from the Smart Shoppers were nothing short of amazing.

Customers came from over 40 communities covered by the two sister publications. Many of them carried the Smart Shoppers with them when they arrived to purchase shoes!"

"We want to thank Rich Knowles and his wonderful publications... The Smart Shopper and Smart Shopper Extra for the outstanding job they did advertising Ron's retirement sale."

"In all our 29 years we've never had better

results on a shoe sale from a publication or more professional service than we experienced from the Smart Shoppers."

"Area businesses are fortunate to have such a powerful advertising tool available to promote their business events."

— Hal Murray & Jim Sharp