

CELEBRATING 40 AMAZING YEARS!

August 19, 1978

FREE Tax

the Exchange

CHUCK: Babbler for sale...
 SHIMMER: WEATHER...
 FOR SALE: 10 HP Johnson...
 BLANCHARD: 1978...
 FIFTH WHEEL: Trailer for...
 PANHANDLE: BUDGET...
 DENMAN: VANDI...
 WIFE: WANTED...
 EAST VALLEY: Self-Storage...
 BLUE STAR: Landring...
 DINING WITH A VIEW...
 TO PLACE Your Ad...
 Phone 922-3456

Our First Ever Issue, August 19, 1978!

BACK IN THE DAY

Protect Your Investment.

Fall Winterization & Tune-up Special FROM \$11.95

Authorized Evinrude & Mercury Dealer

Here Now: Full line of Scorpion Snowmobiles & Accessories

Loon Lake Marina 233-2303

1979-80 Ski Season "Mini-Season" Pass Rates

6 Lift Tickets	Reg. \$44	\$55
12 Lift Tickets	Reg. \$72	\$99
6 Lift Tickets	Reg. \$44	\$36
12 Lift Tickets	Reg. \$72	\$68

Modern Lodge: Accommodations, Ski Shop, Dry Cleaning, Food

Ski Schools: 10-18 (Thompson's), 19-21 (Crest), 22-24 (Crest), 25-28 (Crest)

49° NORTH

Doyle Whitney, Cobalt Trailer Sales

I have worked with Jan at the Exchange for over five years now and let me tell you, she is on top of the game. She is making sure our ads are always fresh and is very helpful with suggestions to create new ads if need be. We are very thankful to have her helping us with our advertising. Thank you Jan!

Edward Anderson, Broker

I have had an advertisement in the Exchange every week for over 25 years. The thing I like best about this paper is "Helen". She takes care of my advertising needs with such enthusiasm.

American Recycling 535-4271

We buy it all - alum. cans; newspapers; car batteries; copper; brass; lead; steel & more! E. 6203 Mission

IF IT'S METAL... WE BUY IT!

AMERICAN RECYCLING

WE BUY scrap metal in almost any shape, size, form or mixture

WE BUY non-ferrous metals such as copper, brass, aluminum, lead, stainless steel, zinc, nickel alloys, titanium

WE BUY ferrous items such as car bodies, cast iron, motor blocks, appliances & steel

Top \$\$\$ Paid for All Metals!

INLAND NORTHWEST'S RECYCLING SPECIALISTS

6203 E Mission Ave 509.535.4271

On July 25, 1978 the Exchange was born. Pat Powers had been delivering the Nickel's Worth weekly paper in North Idaho for the owners, Carol and Martin Stacey. Pat suggested that they expand into Spokane and Carol and Martin said, "why don't you?" A mutual friend suggested that Pat contact Aaron Spurway, fellow veteran from Shoshone County, Idaho, and known as the "fastest typist in the west". Aaron and Pat began a hand shake partnership and distributed the first edition of the Exchange on August 19, 1978. They filled the gaps with ads taken and "acquired" from bulletin boards in local laundromats!

The original office was above the Nickel's Worth current office in downtown Coeur d'Alene. An old army crank phone was strung between the upstairs and downstairs for communication. Pat and Aaron did everything: sales, design, layout, delivery and all the paperwork too!

Eventually a physical office was located at the corner of Sprague and Pines, behind the Denny's in "Opportunity" Washington. Needing some help with content, Jan DeLuca (Martin) was hired to write the horoscopes...and with her journalism degree, the column became a huge success. Today, Jan is known throughout our area as the "Ad Queen" and is still creating successful advertising campaigns for Exchange advertisers all these years later. Shortly thereafter, Donna Eslick joined the team with her endless energy and enthusiastic nature. Donna is also still working with us, making calls and sending emails to all of the quarterly Horse Previews magazine customers.

Pat and Aaron were founding members of our regional free paper association, named "Ad-Link". They contacted and gathered fellow publishers in the region together to share ads and expand their publishing knowledge. Today the Association is headquartered at the Exchange downtown office, and now called PNAWAN (Pacific Northwest Association of Want Ad Newspapers). We still have strong partnerships with affiliate papers in the area, in particular the Nickel's Worth in North Idaho, the Giant Nickel

Tom, Reinland Auctions

We at Reinland Auctions have been advertising with The Exchange for 25+ Years, and they have always been the best to deal with; hands down, no one compares. Jan is a truly the "Ad Queen."

Jim Solomon, United Hillyard Mall

Great Advertising Media, Excellent Customer Service.



in the Tri-Cities and of the Moneysaver in Lewiston. Helen Boyd-Schwartz, who started working at the Exchange in 1993, and also met her husband, Brad while working here. Brad Schwartz had started working for Pat and Aaron back in 1991, needing a job during high school breaks. Patrick McHale (1996) and Beth Melideo (1998) have all been valuable members of the Exchange for over 20 years. Their tireless dedication and desire for excellence in publishing are a huge reason for the ongoing success of our publication.

Our first website was created in 1995, and we have strived to continuously improve and change our website with this ever changing platform. Our current website was custom built two years ago by local company ZipLine Interactive, and it continues to experience amazing weekly growth and positive feedback from our readers and customers. Ads are uploaded daily, and indexes are available as our paper goes to print!

Pat Powers passed away in 2016 and Aaron Spurway retired in 2015 and is now spending time on the farm with his wife Coco. Pat's wife, Barbara Powers is now the sole Publisher, and the leader of the talented staff here at the Exchange.

We have many partners to thank over the years, specifically our thanks go to TPC Printers in Lewiston, our drivers who deliver the paper each week in all kinds of weather, Bill Downie, our Insurance guy, Pete Shank, our landlord, Target Media Partners, for our rack distribution. And to you, our readers & our customers. Without you - there is no weekly Exchange, and for that, we thank you. We truly appreciate you picking up our paper, reading the ads, and being great citizens of the Inland Northwest!

Jensen Lewis, Solid Structures LLC

Thanks to Jan Martin and the Exchange, our local business has been able to grow and thrive through both good times and bad. There is simply no other medium that produces the same results for our company.

Dave Atherton, Real Estate Marketplace NW, Inc.

First Barb, and then Helen for the last 18 years, have taken good care of me and my advertising needs for nearly half of the 40 years! I am so glad I have experts that help me put together great ads that make my phone ring!

Jim Schrock, Earthworks Recycling

We haven't skipped a week of advertising in the Exchange in decades! Week after week, advertising in the Exchange attracts new customers and keeps our regular customers updated! What's a new customer worth? Our Exchange customers keep accumulating year after year. We advertise what's trending, the Exchange helps us change that weekly, if we want. I like that the Exchange gets into every nook and cranny for miles around Spokane. We appreciate our out of town customers, thanks! Happy Anniversary Exchange! Long live recycling!

Jim Palmer, Sr. Real Estate Marketplace NW, Inc.

"Many times I have told people "of all the advertising I have done in print media I get more response from my Ads in the Exchange than any other"

Marlo Hunter, Hunter's Denture Studio

Spokane Exchange is superb in customer service and satisfaction!! We are new customers and have been completely satisfied with the service we have received. They have been very supportive of our new business here in Spokane. If there's ever an issue or a change needed, Jan is always right there to correct the issue. The Exchange goes above and beyond the call of duty when it comes to our needs. I would highly recommend using their advertising services.

Sheri Tilton

I have been working with all of the wonderful people at the Exchange for years and they are superb on customer service and putting together great real estate ads. Happy Anniversary to a well deserved company!

Clayton Farmer's Market

We had our picture classified on the front page. Several people walked into our market with the Exchange ad in their hand. Thank You!

Joelle Bradley, Peter's Homes

As a family owned business we appreciate that we share in the same values as them. We have always received professional and quality advertising. It is an honor to have them as one of our business partners.

PETER'S HOMES

14 HOMES UP TO 2,100 sq. ft. NEW HOME JUST ARRIVED!

Family Owned Since 1972

Find Out Why Our Customers Always Refer Their Friends & Neighbors!

From Builders West

Markette

3895 W. Riverbend, Exit #2 Post Falls • 208-773-7112 (509) 457-9058 www.PetersHomes.com

Hartill's Saw Shop

All Snowmobile Clothing 10% Off

With purchase of 1979 Arctic Cat

935-8829 Chewelah

KNOTT TRACTORS with LOADERS

PRAY CASH AND SAVE \$1,500 - \$5,700!

Prices & Service Worth The Drive To Chewelah!

NEW! \$13,995
 NEW! \$17,495
 NEW! \$20,495
 NEW! \$24,995

6.49% Financing Available for up to 84 months! oac

Hartill's Mountain Saw & Tractor

101 W. Roberts • Chewelah, WA • Block South of esp. light on 35

509-935-8829 • 866-969-8829 • www.Hartills.com

Jeff Owens, Owens Auction

The 30 year success of my auction business is truly related to my ads in The Exchange and their great staff. I have literally gained hundreds of long time customers because of my advertising.

ZIGGY IS PANGLING KING!

ZIEGLER BUILDING CENTER

BEAUTIFUL CEDAR DECKING

12x4 \$128 12x6 \$158 12x8 \$188 12x10 \$228

12x4 \$148 12x6 \$178 12x8 \$208 12x10 \$248

12x4 \$168 12x6 \$198 12x8 \$228 12x10 \$268

12x4 \$188 12x6 \$218 12x8 \$248 12x10 \$288

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