


	FRIDAY  Cloudy, possible showers High 4 / Low 1	SATURDAY  Cloudy, possible showers High 5 / Low 2	SUNDAY  Cloudy, possible showers High 6 / Low 2	TED TYLER TRAVEL SERVICE LTD. "Best Price, Best Service Since 1972" 853-1553 379 Queen St., Acton
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HAMMING IT UP: Jason McGuire poses dutifully for the camera during a recent stop at Videoplex to pick up his next game.

Acton store is first in chain

Saturday will be the official grand opening of Videoplex's new outlet.

After 12 p.m. customers will be offered free pizzas and assorted other giveaways to help celebrate the big event.

Situated in Acton's old Canadian Tire store, the doors opened unofficially three weeks ago.

Store manager Joe Cacciola said customer service is the base of their operation. Among the services offered to achieve that philosophy is the ability to reserve movies up to 30 days in advance.

"If there's a new release you want to see and you know it's coming out on a certain date, you can call in and reserve it before we even get it," he said. He believes that will save a lot of hassle for customers who know what

they want.

"People seem to be happy that we're here," he said. "We've signed up almost 1,000 members in three weeks. We're very happy with our reception."

The store features predominantly new releases, video games, children's movies and classics. It also has video game systems for rent.

"Every Monday all movies, except children's, are \$1.99," he said. Children's movies are already priced at only \$1.49.

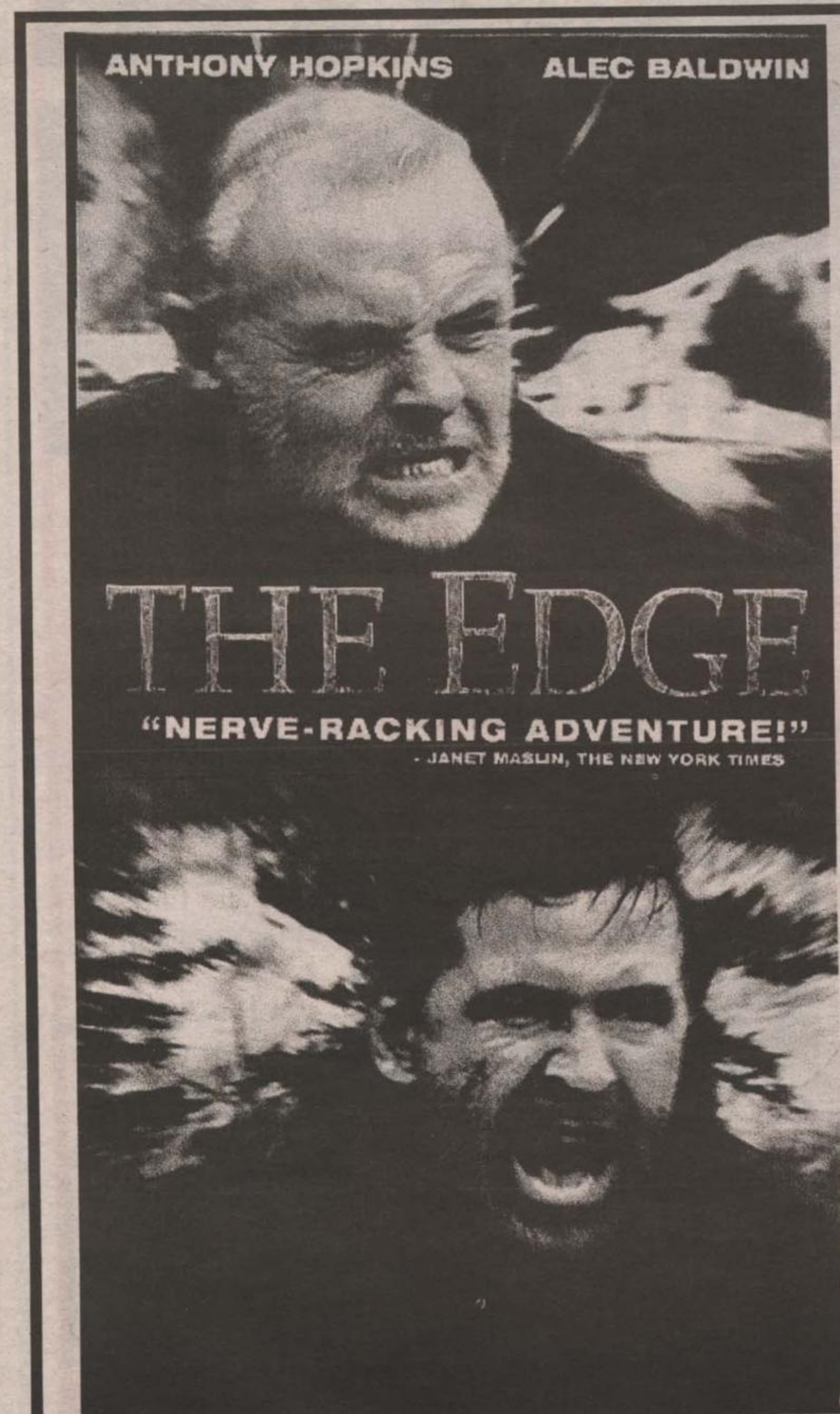
The Acton store is the first in a planned new video rental chain. Cacciola, vice-president of operations with the Mississauga-based chain, said Acton has always been seen as a strong market for their business. Customer response seems to indicate their projections were correct.



A THING OF BEAUTY: Helen Dubeau, left, and Dorothy Rognvaldson pose with items turned in for the silent auction at Trinity United Church from 7 to 9 p.m. on Feb. 28. Auction participants can pick up a beverage and dessert as well as some interesting items. Money raised goes to the church's building project which includes a elevator and a new roof.

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 - JANET MASLIN, THE NEW YORK TIMES

VIDEOPLEX

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FREE Giveaways

GRAND OPENING Saturday, Feb. 28/98

\$1.99 MONDAYS Any Movie/Any Game (not valid on holiday Mondays)

FREE Rental up to 14 days (with new membership One per household)

Hours: Open 10-10 Everyday

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