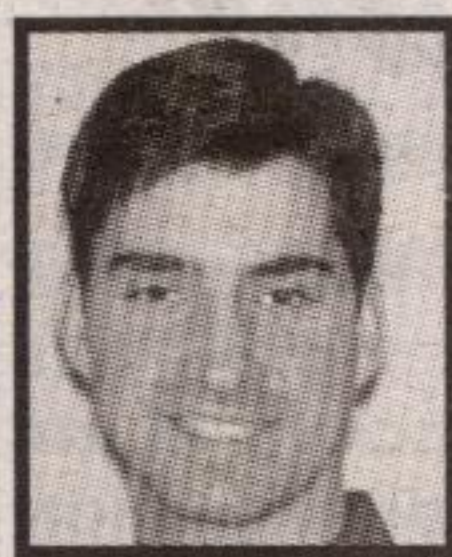


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... Lend Me Your Ears

By Cory Soal
 R.H.A.D.

DIGITAL AUDIO PROCESSING

Digital technology is used everywhere. It enables communication satellites to link people and computer systems all over the world in products such as telephones, compact disc players and personal computers. Digital technology has become part of our daily lives. Now, digital technology transforms the way we communicate on a more personal level.

Researchers have spent years looking for a way to put the superior acoustic quality of digital sound processing into something as small as a hearing instrument. Finally the breakthrough, digital audio processing designed to fit into a small, comfortable and attractive hearing instrument. Using the same digital technology that brought superior sound quality to CD players, sound reproduction is clear, distinct and provides a rich and full sound picture. Soft sounds are amplified so they become audible, and loud sounds are kept from becoming uncomfortably loud.

Communication forms, maintains and enhances relationships between people. Good communication is a vital ingredient to an enriched life. Now digital technology offers a whole new range of possibilities for people with a hearing difficulty.

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M&M Meat Shop to aid Acton schools

M&M Meat Shops in Acton will host a daylong fund-raising event today (Wednesday) to aid Acton schools. The store, located at 352 Queen St. E., will hold a barbecue from 10 a.m. to 8 p.m. and all Acton school children can receive one free hot dog. Ten per cent of the store's sales today will go directly back to the school of the customer's choice.

Marketing seminar geared to accountants and lawyers

Colin Brookes, the local Edward Jones Investment representative, will host a course, Marketing Professional Services on Wednesday, October 13, 2-5 p.m. at 211 Guelph St. in Georgetown. This program, broadcast via Edward Jones' satellite system, is exclusively for accounting practitioners and lawyers. The fee is \$75, which includes admission for one person and all course materials. Reservations are required. For details, call Brookes's office at 905-873-7630.

Business workshop on making the Internet work

Let Brampton Library show you how to make the Internet work for your small business. Find out about business directories and databases, how to research special information and much more at a free Small Business Resources on the Internet workshop being held at the Chinguacousy branch on Oct. 15, 12-1:30 p.m. To register call 905-793-INFO (4636) or visit www.bramlib.on.ca/business_services.htm.



Purity Life Health Products Ltd. executives, customer service consultants and sales representatives took to the stage to accept the 2004 Canadian Health Food Association Spotlight Award. Front, from left, Sara Poilblan, Ottawa sales; Rob Blais, director of branding; David Chapman, president; Donna Bannister, customer relations;

Katherine Stinson, Toronto sales; Colleen McEndry, customer service manager. Back, Michael Wagner, brand manager; Phillippe Gapp, Quebec sales; Steve Caldwell, VP finance and operations; Kathleen Dills, director of marketing; and Matthew James, VP sales and marketing.

Photo submitted

Purity Life earns Spotlight Award

Purity Life Health Products Ltd. in Acton celebrated its 20th anniversary by being selected as the recipient of the 2004 Spotlight Award in health and beauty aids from the Canadian Health Food Association (CHFA).

The award recognizes a supplier in an emerging industry category that has managed to establish a reputation for quality of product and service.

The CHFA honoured the company by saying, "(Purity Life) is well known for its strict quality control, innovative products and excellent customer service. But, it's also launched a number of seminars, workshops and training programs to keep its retailers

informed and up-to-date on the latest innovations and products it's coming out with. This commitment to organizational education makes it a staff favourite wherever its products are sold."

Purity Life opened its doors in 1984 with only a handful of products. Through a lot of hard work, spirit and industry savvy, they evolved into not only a major Canadian supplier of natural health products and foods, but also a manufacturer of their own lines of vitamins and minerals, Nature's Harmony and Vivitas. Today, Purity Life represents more than 160 product lines.

For more information, Purity Life Web site, www.puritylife.com.

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To advertise in this bi-weekly feature call Adam at 905-873-0301

Bill & Millie Symons are happy to announce the engagement of their son **WILLIAM GREGORY (GREG)** to **CHRISTINE LOUISE COCKERILL** daughter of William Cockerill and Susan Kauppinen.

Congratulations & Best Wishes.



HAPPY 25TH WEDDING ANNIVERSARY

Love From the family
 Brian, Adam,
 Amanda & Mom