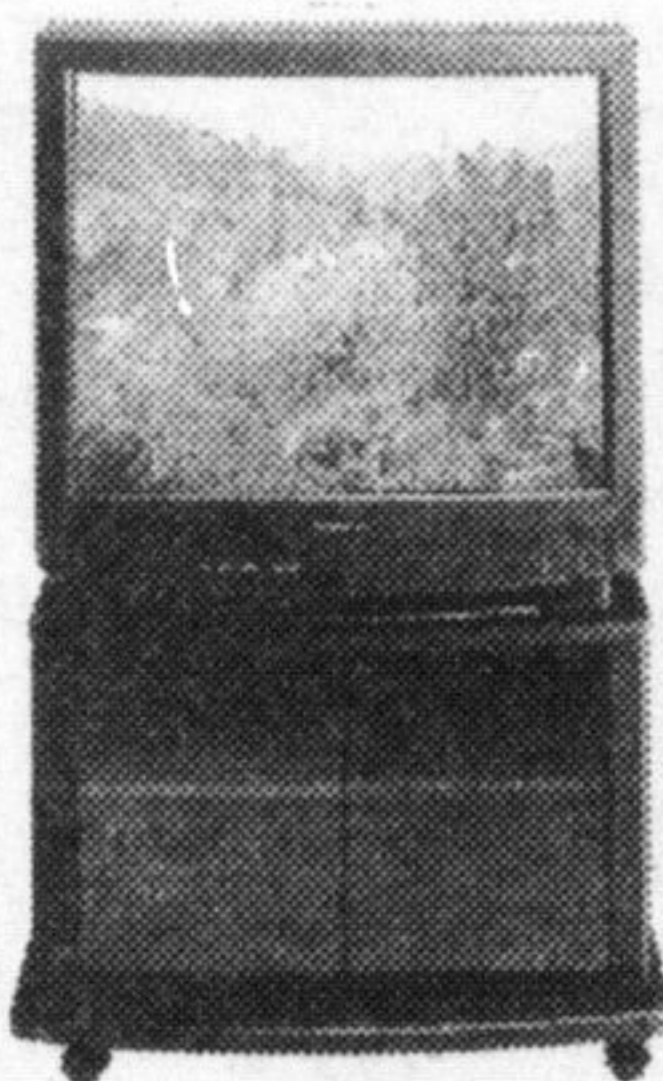
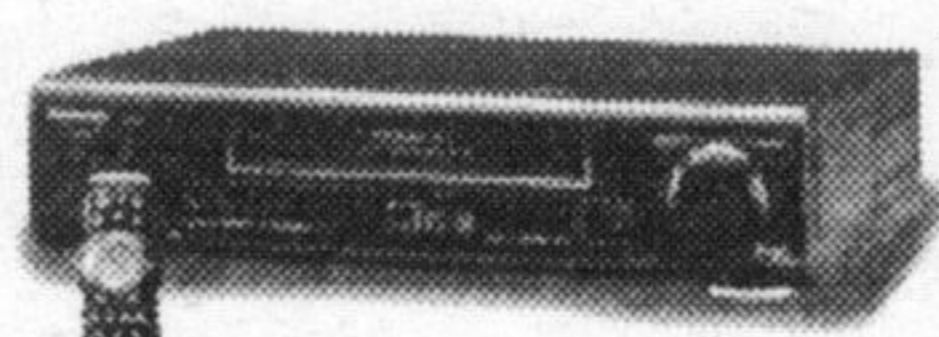


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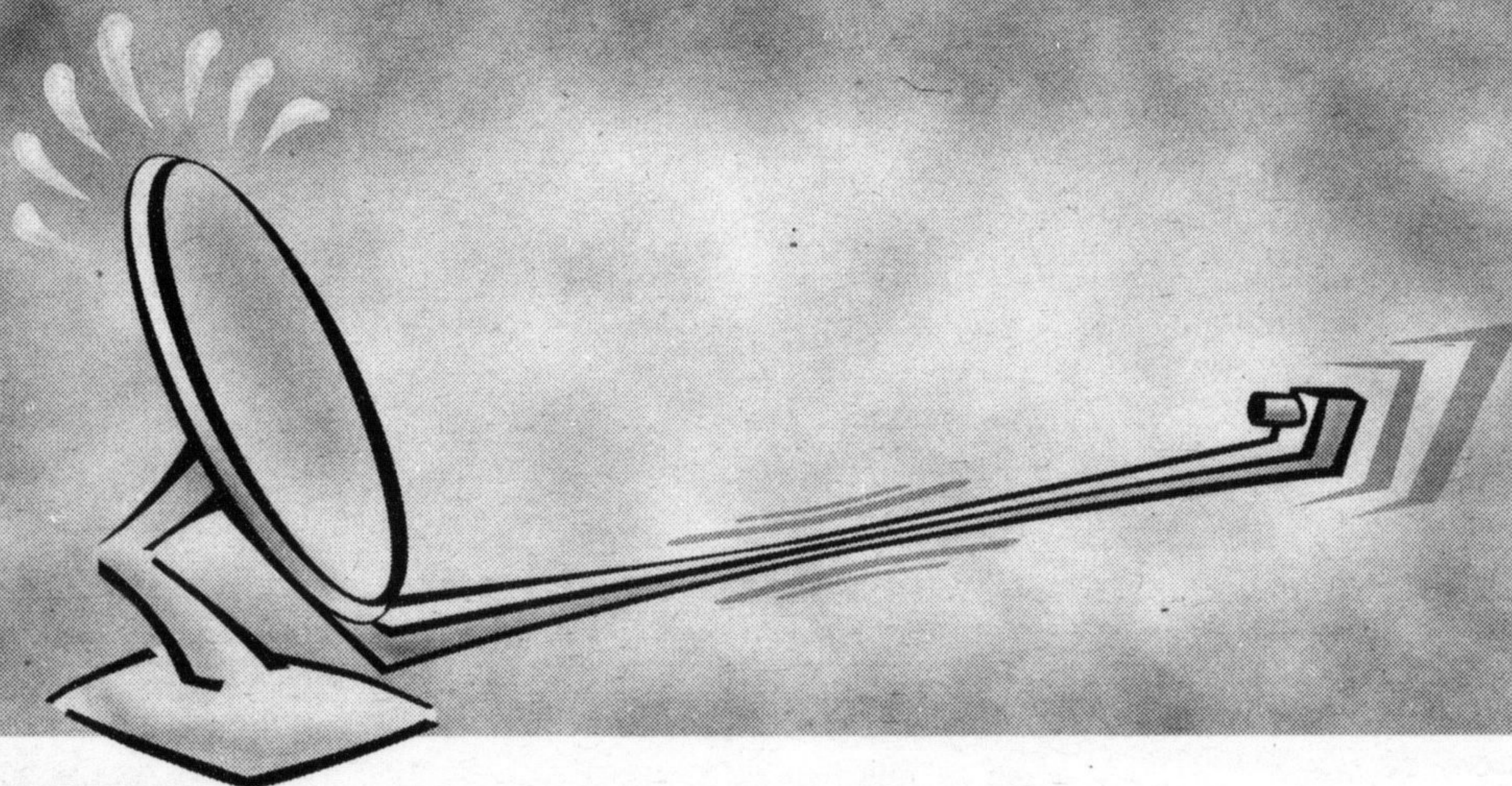
It's messy business

Cyrus Tenzif, 3, has his hands full cleaning out his jack-o-lantern at Milton Mall Saturday. He was among dozens of youngsters who took part in the Halloween festivities.

Photo by GRAHAM PAINE

"The business that considers itself immune to the necessity for advertising sooner or later finds itself immune to business."

Derby Brown



PINOCCHIO'S NOT THE ONLY ONE HAVING TROUBLE TELLING THE TRUTH.

WHEN PEOPLE STRETCH THE TRUTH, it becomes rather obvious. Like the recent claims from Satellite TV companies. The stories keep growing and growing and growing. That's where COGECO Digital Cable TV is different. We think the only thing that should stick out are the facts.

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FEATURES	COGECO Digital Cable TV	Satellite TV
Digital Picture & Sound	✓	✓
Commercial-free Digital Music Channels	✓	✓
Choice of package options	✓	✓
5 TMN Channels/5 U.S. Superstations	✓	✓
Full customer service 24/7	✓	✓
All local & community channels	✓	
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Fleet of local service vehicles	✓	
Warranty covers free equipment upgrade	✓	
Multiple outlets with no extra equipment (up to 65 analogue channels)	✓	

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