



### Steady coverage

Karen Jones (right) of the Wawanesa Insurance Co. congratulates Fitzgerald Insurance Brokerage Ltd. for more than 50 years of service in Milton. William Duignan, president, and Pat Duignan, broker, recently accepted plaque on behalf of the brokerage firm which was appointed by Wawanesa in 1935.

## HO-LEE-CHOW! LOOK WHAT'S COMING TO MILTON

Ho-Lee Chow, the hottest restaurant concept on the continent, is coming to the Milton area. We're looking for franchisees and master franchisees to join us in a unique, highly rewarding business opportunity.

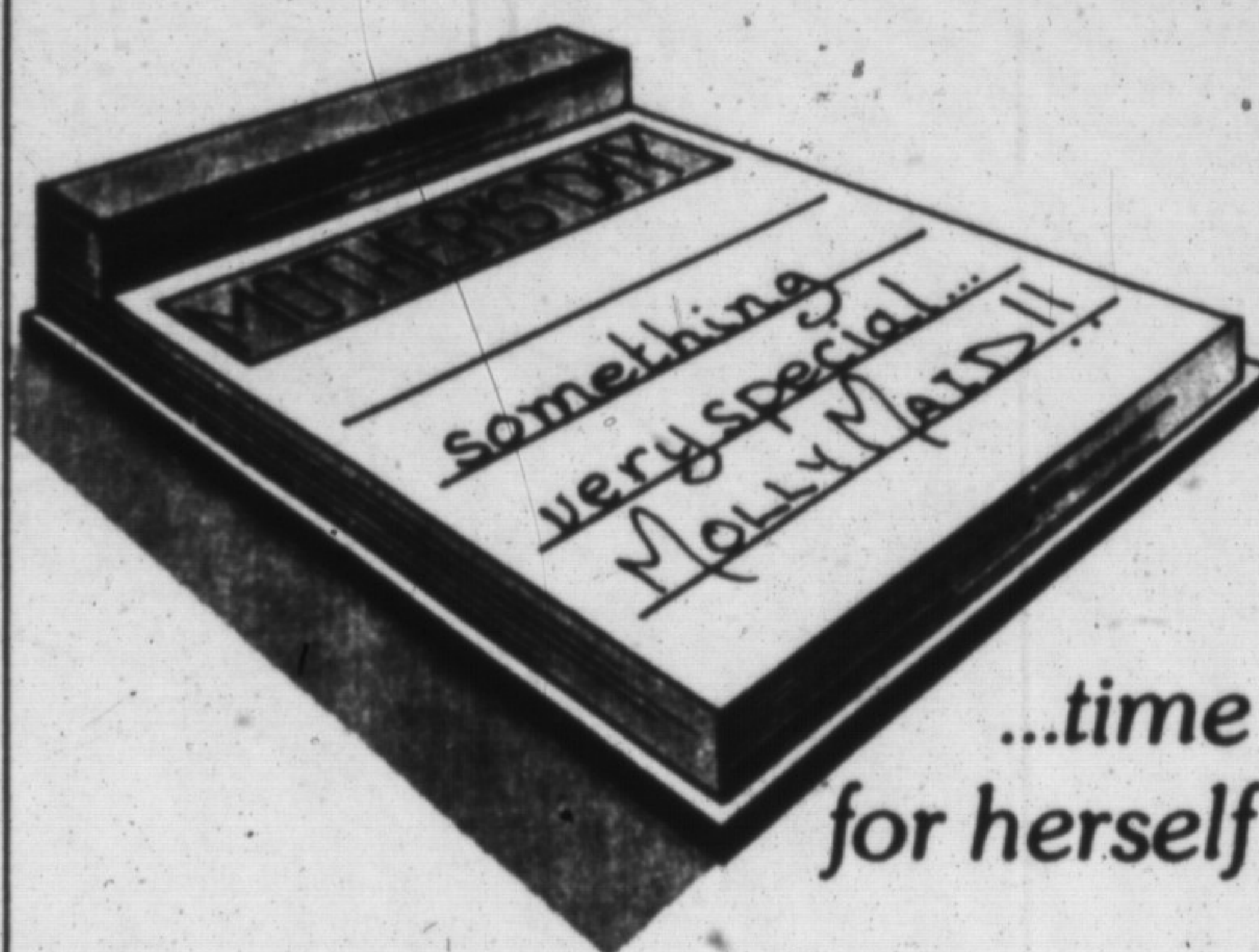
What is Ho-Lee-Chow all about? Fresh Chinese cuisine, expertly prepared and delivered hot to the customer's door. Our attractive turn-key outlets are in prime locations linked by an efficient one-number ordering system. And we back all of our franchisees with a complete program of training, advertising and operational support.

Ho-Lee-Chow is hot. The first wave of outlets is already setting sales records, and we now have commitments for more than 100 franchises.

If you're looking for financial independence and a chance to work for yourself but not by yourself, we've got the answer. Contact Eric Johnson or John Hogan  
Tel: (416) 778-6660, Fax: (416) 778-6694

*Ho-Lee-Chow*

## The Ideal Gift



...time for herself

Let **MOLLY MAID** do the housework.

**MOLLY MAID**

**876-1672**

GIFT CERTIFICATES FOR ALL OCCASIONS

## Before you start another diet...

**E**xcess weight and obesity hamper quality of life for more than 80 million American men, women and children. Never before have the subjects of diet and weight control received so much attention and media exposure. And never before has the dieting public been faced with such a bewildering array of alternative methods to reduce body weight.

The fact is, this major health problem has spawned a major business opportunity, and hundreds of diet companies have rushed in to take advantage of it. Formal weight-control programs, hospitals, individual practitioners, diet books, fads, pills, powders and gimmicks are being aggressively marketed—each claiming to be the ultimate solution.

During the past 20 years, Diet Center has helped more than 4 million individuals lose weight. Even more important, we've taught them how to keep it off. Our Life Management Program™ was founded in 1970 by Sybil Ferguson and has since evolved into what we believe to be the most comprehensive and effective weight-control program in existence.

### WHERE WE STAND ON WEIGHT CONTROL

#### Quick fixes don't work.

There is no miracle cure to the problem of excess weight. Radical medical procedures, reliance on prepackaged foods or liquid formulas, pills, hypnosis or anything else which reduces the need for personal commitment presents only a short-term solution.

#### Anything that removes responsibility from the individual undermines success.

While there is no permanent cure for obesity, individuals can learn the techniques of personal, lifelong weight management. Individual commitment to acquire necessary knowledge, change eating habits and increase physical activity is the only permanent solution.

#### Sound nutrition is more important than counting calories.

A nutritionally balanced diet, including a variety of wholesome natural foods—high in fiber and low in fat, refined sugar and salt—not only results in weight reduction but numerous other health benefits as well. Weight can be lost and maintained without depriving the body of essential nutrients.

#### Losing weight is easier than maintaining weight.

There are hundreds of ways to lose weight. Unfortunately, once the latest diet has come and gone, excess weight soon returns. From the beginning, a truly effective program will focus on long-term weight maintenance, not on just weight loss.

#### The decision to lose weight should not be taken lightly.

Before starting any weight-reduction program, individuals should consult their personal physician. Especially in cases of pre-existing health conditions or if the individual is 50 pounds or more overweight, a comprehensive physical examination should precede dieting for weight loss. The physician should also review and approve the intended diet before it is begun. Through the term of weight loss, periodic interaction with and examination by the dieter's physician is also very important.

#### Losing weight and learning to keep it off is worth the time and effort.

In addition to the social and psychological pressure associated with excess weight, there are also major health risks which are increased with each excess pound of body fat. High blood cholesterol, hypertension, heart disease, diabetes, muscular and skeletal stress, respiratory disorders and even some forms of cancer are affected by diet and excess body weight. The National

Institutes of Health Consensus Panel on Obesity concluded that even 10 pounds of excess weight can have a negative impact on your health. A study authored by Theodore B. VanItallie et. al., published in the March 29, 1990, edition of the *New England Journal of Medicine* revealed, among other alarming correlations of obesity with disease, that even women mildly to moderately overweight had a risk of coronary disease 80 percent higher than their lean counterparts.

#### Effective, affordable weight-control services should be available to everyone.

Individual support, direction and motivation increases likelihood of successful weight loss and maintenance. We have found frequent, private interaction with someone who has personally overcome a weight problem to be most effective.

As-peer counselors, we at Diet Center administer a sensible weight-control program which is continually reviewed by medical and dietetic professionals. Diet Center counselors are not typically health professionals, nor do they represent themselves to be. Any questions which may arise which fall outside program administrative guidelines are referred to the appropriate health professionals. As a result of this approach, the Diet Center Program provides a nutritionally balanced diet, individual motivation, physician involvement and direction in the necessary disciplines for long-term weight control in a format that is accessible and affordable to a wide range of consumers.

**Diet** DIET CENTER  
**Center**®

*The weight-loss professionals.®*

**876-2221**

**18 Martin St., Milton**