

Motorists are into sound

The days when Rolls Royce could sell its handmade automotive masterpieces by boasting that "the only sound you can hear at 70

mph is the sound of the clock ticking" are long gone. Tastes have changed -- motorists today are into sound. And the

sound centre for North Simcoe's motorists is the Audio Shoppe on Midland's main street. Wayne Faris, who has been run-

ning the outfit for the past two years, sells the best -- and his stock is available to "take out" or be installed by Faris's own master technician.

Compact disc players are the latest and, says Faris, the greatest source of good listening while on the road.

As well, they're now surprisingly cheap, too. A really good system can be had for about \$500.

Still, cassette decks are the most popular addition to the basic car radio and they are available in a wide variety of names and models. The names Faris sells are well-known: Alpine, Pioneer, Lear Jet and JVC.

Also, the Audio Shoppe is a great place for video lovers; everything from cameras to VCRs is available.



Let's talk turkey at the Audio Shoppe

ALPINE

<div style="text-align: center;">  <p>SALE 488 Reg. 599.99</p> </div> <p>AUTO REVERSE 16Wx2 Bi-Level™ Universal FM/AM Cassette FM/AM Tuner, T-10 11 Tuner™, Cassette Deck, Dolby® B Noise Reduction, SCC Tape Head™, Ignition Key-Off Pause.</p>	<div style="text-align: center;">  <p>SALE 258 Reg. 319.99</p> </div> <p>Power Amplifier Power Output (20Hz-20kHz): 30Wx2, 0.08%, THD, 4 Ohms 35Wx2, 0.8%, THD, 2 Ohms Signal-to-Noise Ratio: 100dBA. Fully complementary discrete output circuitry.</p>
<p>Bi-Level™ Universal FM/AM Cassette FM/AM Tuner, T-10 11 Tuner™, Cassette Deck, SCC Tape Head™, Ignition Key-Off Pause.</p>	<div style="text-align: center;">  <p>SALE 328 Reg. 429.99</p> </div> <p>AUTO REVERSE</p>
<div style="text-align: center;">  <p>SALE 168 Reg. 199.99</p> </div> <p>18Wx2, 7-Band Equalizer Pre-Amp Level Inputs (DIN); Speaker Level Inputs 18 Watts x2 into 4 Ohms at 1kHz with 8% THD; 5-LED Output Level Indicators.</p>	<div style="text-align: center;">  <p>SALE 198 Reg. 259.99</p> </div> <p>6"x9" 3-Way Speaker System-60W Max. Power Handling: 60W, Freq. Response: 50 to 21,000Hz, Efficiency: 94dB1 Watt/Meter, Free Air Resonance: 85Hz, Woofer: High Density Polymer and Paper, Mounting: Drop-In or Bottom.</p>

THE AUDIO SHOPPE

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Know your product well

The decision regarding the type of tires to put on your car is not one to be taken lightly. Why? Because the tires are the direct link between your vehicle and the road, and for that reason, may very well have a good deal to do with your safety. How? Simple. They carry the entire weight of the car; they absorb the road shocks by flexing; they are the final stage of the energy transfer to forward motion, AND, they are a very important factor in bringing the car safely to a stop in an emergency situation or under normal operating conditions.

So first, let's see how a tire is built and let's take a look at the different types of tires there are. The Beads are two wire hoops made of tough steel wire tied into the cord body to anchor the tire to the wheel rim to create an air-tight seal.

The Cord Body consists of several layers or plies of rubber or synthetic rubber-coated fabric laid one on top of the other and bonded together.

Tread and Side Wall are applied over the cord body and are made of a variety of tough rubber or synthetic compounds and designed to afford good traction and flex. The tread comes in direct contact with the road surface and is therefore usually made from harder rubber compounds than the sidewalls which must flex to absorb road shock.

1. Bias ply

This is the conventional construction where the cord body is made up of an even number of overlapping plies. Each ply runs in an alternating direction at an angle or bias of about 35 degrees from bead to bead.

2. Bias belted

In these tires the cord body is built in the same way as bias ply but there are also two or more bias (angled) belts encircling the tire (around its circumference) under the tread. The belts hold the tread more firmly and reduce the squirming movement which causes excessive tread wear. This reduction in squirming results in longer tire life and better traction.

3. Radial ply

In this construction, the body plies run parallel to each other "radially" at an angle of about 90 degrees to the circumference of the tire. Bias belts then encircle the tire in the same way as pointed out in the bias belted. These belts can be made of fabric or steel. In many cases, good quality radial tires are the best type because:

- a. They have less rolling resistance at highway speeds and therefore offer improved fuel consumption.
- b. They last longer and therefore avoid the need to purchase tires often, which reduces energy input into tire manufacturing.
- c. They have improved handling characteristics offering better steering, acceleration and breaking response. They also offer improved performance in adverse driving conditions like rain or snow.

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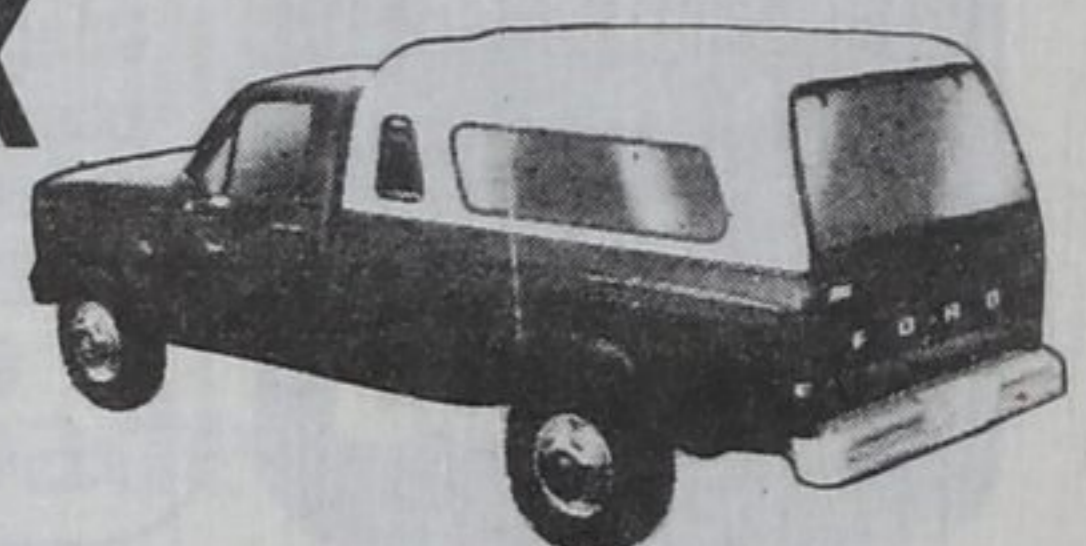
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