

How to spend your "seventy-five cent" dollar

by MARY HUBELIT

Now that the boys in Ottawa are aware that there is an unemployment crisis it would be nice if we could see an improvement after Sept. 4th. We could go and buy things, plan a little, and generally ease into the standard of living we expect.

At least the standard the media ads imply. Do they know something we buyers don't know? In my opinion the TV commercials are more interesting than the shows at this time of year. A visitor to our country might get the

impression that all we do all summer is drink beer - light beer, select beer, capped or screwed, domestic or imported, etc. etc. Oh? You don't drink beer? Then you have a choice of the two main pop protagonists plus the 'dark horse' (you should pardon the expression) now filling the screen with that mah-h-velous crystal clear drink. Whatever happened to good old water when you're thirsty? No caffeine, no sugar, no calories!

I find some advertising actually refreshing. Recently this charmer appeared in a newspa-

per: "New diaper free for Cabbage Patch Kids brought to our new Toy Care Centre for check-up (cleaning)." The firm of drycleaners and laundries using this approach is certainly onto a good thing.

A heartfelt salute and a rousing hooray! to the Humane Society of Thunder Bay for its inexpensive "Day Boarding" program for tourists' pets. The punch line really does get you where it hurts: "Thank you for protecting your pet from HOT cars and LONELY hotel rooms." Now that's a step in the right direction!

Let's stretch out on the patio with a cool glass of something mah-h-velous and dream up some commercials of our own: "When I'm in the shower I do not hold my mouth wide open with all my teeth showing,

but I do use ... and I like it too."

"For lovely soft skin (the kind that won't tan and gets all bumpity and itchy if I try) I use a #21 paba sun-block lotion and still have fun in the sun - boys or no

boys!"

What happens to those lovely young models tossing their magnificent manes on the shampoo commercials? I'll tell you what happens - they get old. Their skin wrinkles,

their knees hurt, their hair turns white. "But it is still hair: mine is 68 years old, never had a perm, never had a roller in it, still responds to a foggy day, but tires easily. I always use Milk continued on page 10



THE LAKE SUPERIOR BOARD OF EDUCATION
SCHREIBER PUBLIC SCHOOL

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Registration for new students who have not already registered and who will be attending Schreiber Public School in September, 1984, will take place at the following times:

**Monday, August 27, 1984, through
September 4, 1984, from
9:00 a.m. to 12:00 a.m. daily**

School opening will be at 9:00 a.m. on Wednesday, September 5, 1984, and this will constitute a full school day.

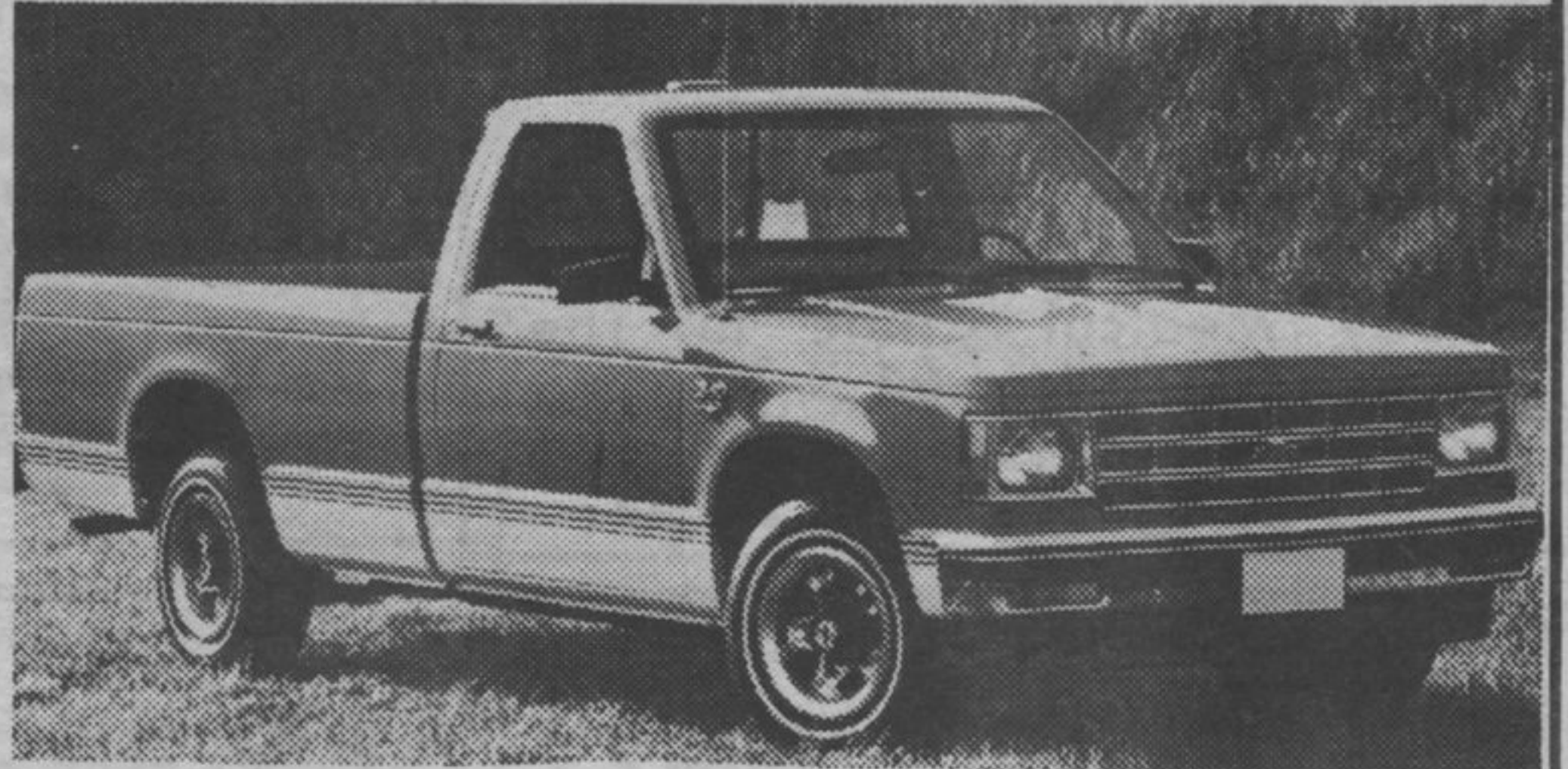
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TRUCK SPECIAL

Stock No. 4369



White Lettered Radial w/w
A54--Canadian Conquest Decor Pkg. 1 \$503.60
C04--Windshield Wiper System - Intermittent \$63.45
D45--Mirrors, Ext., Below Eyeline, S/Steel \$98.95
D73--Side Rails, Pickup Box \$115.05
F51--Stock Absorbers, Frt - RR Heavy \$40.85
F59--Stabilizer Bar Fron \$44.10
G50--Springs, Rear Heavy Duty \$69.90

J50--Brakes, Power \$117.20
K05--Heater, Engine Block, \$39.80
LE9--Engine, 5.0 Litre V8 305-4BBL \$330.15
MM4--Transmission, 4-Speed Manual \$258.10
N41--Steering Power \$319.46
UA1--Battery, Heavy Duty \$63.45
U35--Clock, Electric Quartz \$96.80
U37--Lighter, Cigarette \$36.55
Antenna- Windshield N/C
N33--Steering Wheel - Comfortilt N/C

SALE PRICE **\$11,600**

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