

Kimberly-Clark has new product

Kimberly-Clark of Canada Limited has launched a new 'Kleenex' convenience package aimed at the travel and out-of-home market. "It was a gap in the market that wasn't being filled- until now," says Barbara Phillips, marketing associate for Kimberly-Clark's consumer tissue products.

Phillips sees a growing market for the new product, which features eye-catching graphics on the flexible pack.

A usage and attitude study of the Canadian tissue market by Kimberly-Clark in 1985 showed that 85 per cent of all users try to carry tissues on their person at all times and that 74 per cent of users who own a car view tissues as an essential item for their automobiles.

"The new Kleenex soft pack solves problems by providing a crush-proof, convenient and flexible package with 60 sheets of conventional-sized white tissue- more than enough

to fit the needs of most consumers," said Phillips.

She noted that there was a very positive reaction to both the concept and prototype among Canadian consumer groups who were tested in the study.

"They felt the primary use of the new Kleenex soft pack would be in the car and the secondary, in travel bags, suitcases, sports bags, baby's change bags and school bags.

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TODAY'S CHILD

by JUDITH ADAMS

Jill is seven, and has just started grade 1. She's a pleasant, determined little girl and despite a lot of health problems is making good progress. Jill has just recently been confirmed as a diabetic, and has to have a daily insulin shot and a pin-prick blood test. She's very good about it, her foster mother says, and very co-operative, so it's not as huge a problem as it might be with some children.

In other areas of life Jill isn't at all placid. She is somewhat overactive, in fact, and has trouble sitting still. When she's with other children she tends to be a very managing little person, so much so that a psychologist once remarked she would be an ideal teaching assistant in a day care

centre later on in life, as she just loves helping, and often is so busy doing so she forgets to concentrate on the things she has to do.

Jill was a failure-to-thrive baby and very delayed in walking and talking. In fact she is just starting to talk now, and speaks in single words rather than sentences quite often. Her teacher at school is very enthusiastic about her ability, however, and her work on numbers and letters is up to standard. Jill has a special teaching assistant in a regular grade 1 class.

This dainty little girl cares very much about her appearance, loves to wear feminine clothes and is very tidy - almost compulsively tidy about putting toys away and having everything neat and in its place.

Jill needs an adoptive family that will give her the love and patient nurturing she needs, and accept her just as she is. Parents who adopt her should be skilled in behavior management, for she is very determined and has a mind of her own. If you think you may be those parents, please write Today's Child, Ministry of Community and Social Services, Box 888, Station K, Toronto. Describe your present family as fully as you can in your letter, and include your address and telephone number.



ONTARIO GOVERNMENT TENDER TREE PLANTING TENDER TENDER 01-87

The Ministry of Natural Resources, Terrace Bay District, invites tenders for tree planting in the spring and early summer of 1987. The areas are located on the Big Pic License approximately 20-60 miles from Manitouwadge, on the Steel River Crown Management Unit approximately 60 miles northwest of Marathon and on the Gravel River Crown Management Unit approximately 30 miles east of Nipigon along Highway 17.

BIG PIC LICENCE

Job-01	Caramat Area	169,750 Black Spruce Bareroot 370,100 Jack Pine Bareroot 127,650 Jack Pine Overwinter Container Stock
Job-02	Gamsby Area	165,000 Black Spruce Bareroot
	Limpid Lake Area	16,250 Black Spruce Bareroot 83,750 Jack Pine Overwinter Container Stock
	Haliday Lake "A" Area	32,350 Jack Pine Overwinter Container Stock
	Smoke Creek Area	83,900 Jack Pine Bareroot 56,000 Jack Pine Bareroot 649,000 Black Spruce Bareroot
Job-03	Haliday lake "B" Area	98,750 Jack Pine Overwinter Container Stock

GRAVEL RIVER CROWN MANAGEMENT UNIT

Job-04	Gravel River "A" Area	21,000 Black Spruce Overwinter Container Stock 30,750 Jack Pine Overwinter Container Stock
Job-05	Gravel River "B" Area	58,500 Jack Pine Overwinter Container Stock

STEEL RIVER CROWN MANAGEMENT UNIT

Job-06 (Refill)	Steel River "A" Area	175,000 Black Spruce Bareroot
Job-07	Steel River "B" Area	400,000 Jack Pine Fresh Container Stock 110,750 Jack Pine Overwinter Container Stock 269,000 Black Spruce Overwinter Container Stock

To be eligible to bid on a tender, prospective contractors must meet the following criteria:

Category 1 Less than 100,000 trees — no experience required.	Category 2 100,000 - 300,000 trees successfully completed category 1.	Category 3 successfully completed a contract half the size of the contract being bid on.
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Proof of the above and references will be required.

Tenders must be received 12:00 noon on January 13, 1987 at the District Office in Terrace Bay where a public opening will take place at 1:30 p.m. on January 13, 1987.

A bid deposit equal to 1% of the total value of each tender of fifty dollars (whichever is greater) is required.

A NON-REFUNDABLE DOCUMENT FEE OF TWENTY-FIVE DOLLARS FOR THE TENDER PACKAGE MUST ACCOMPANY ALL REQUESTS.

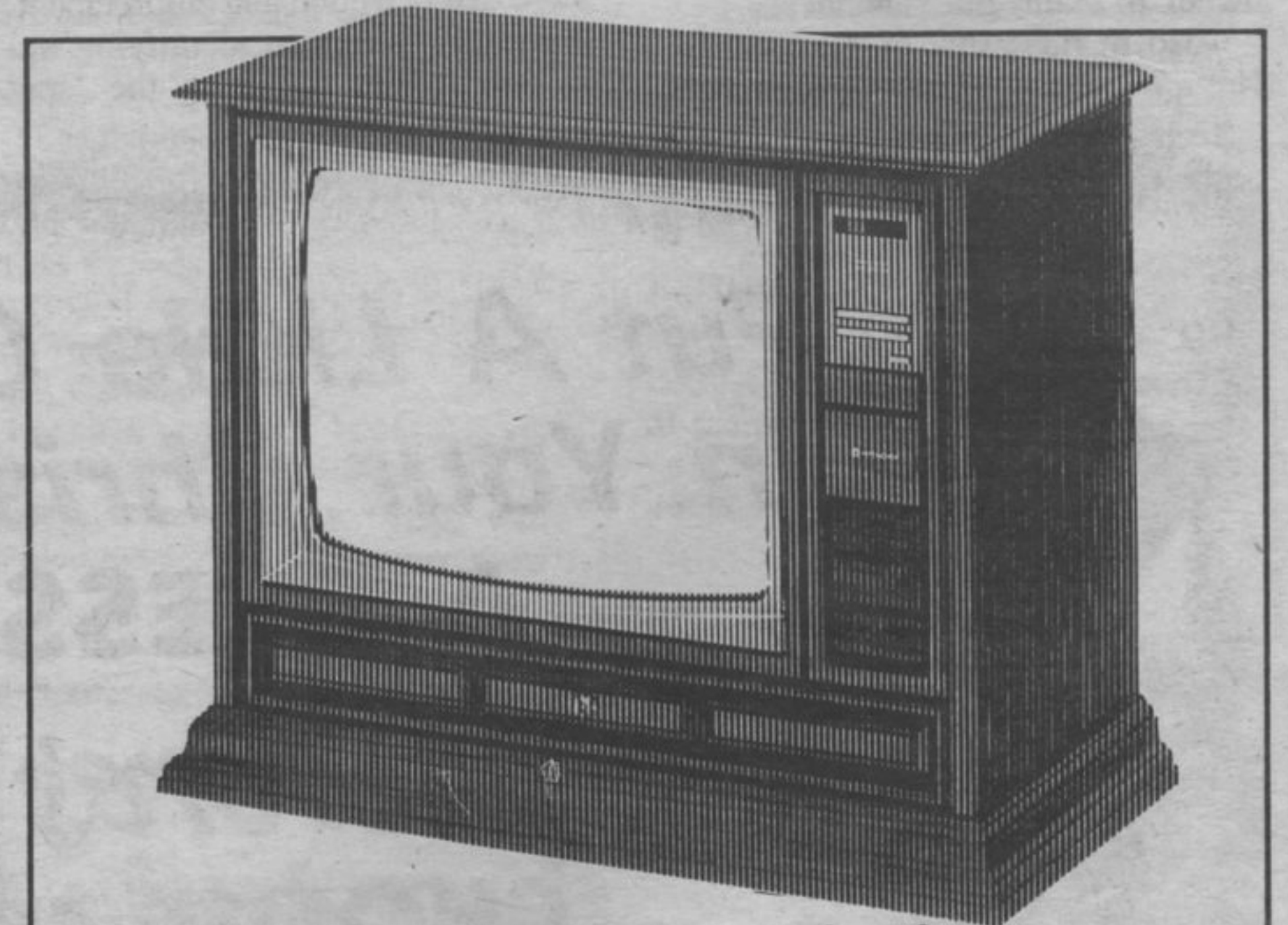
Tender forms and further information may be obtained by contacting:

Peter Martindale
Ministry of Natural Resources
P.O. Box 309, Manitouwadge, Ont.
P0T 2C0 Telephone (807) 826-3225



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Hon. Vincent G. Kerrio
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Note: Products not exactly as illustrated.



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