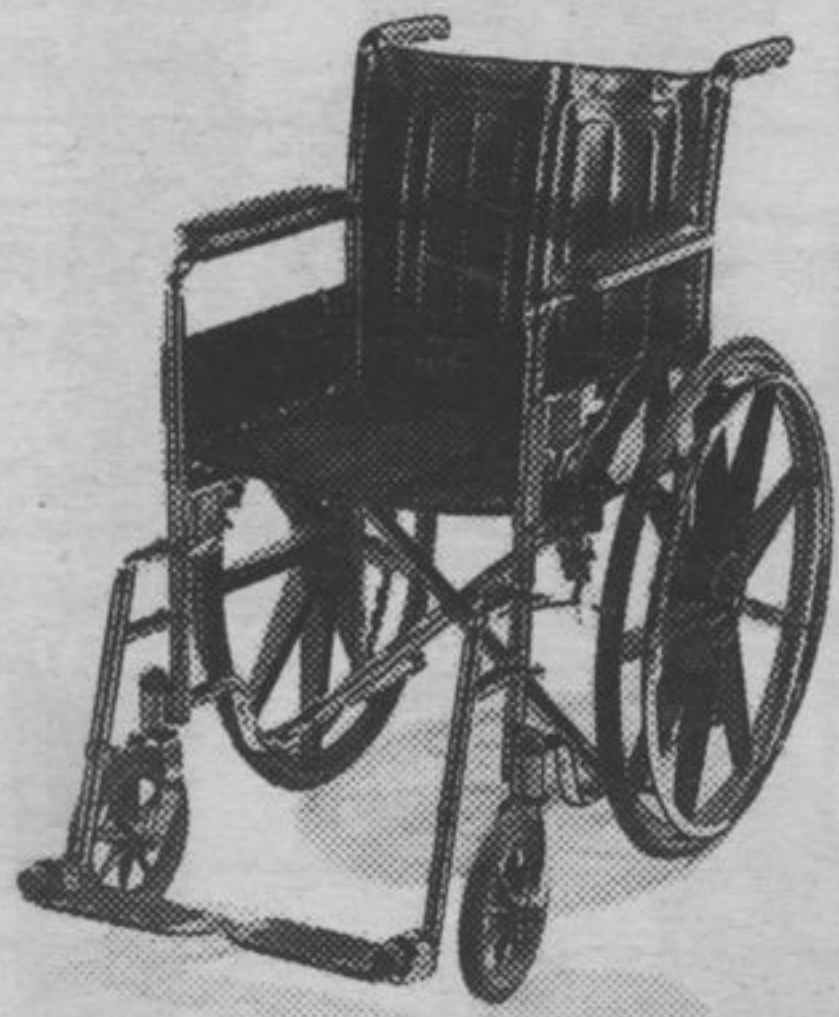
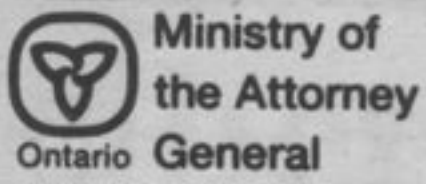


Drink and drive
and you'll get a
set of new wheels.



You can lose a lot more than
your licence
drinking
and driving.



CAP
call 824-3345

**HOT NEWS TIP?
NOT SO HOT TIP?**
call 825-3747, ask
for the editor
(after hours-
825-3870)

**NEVER
AGAIN!**
A War Amps video
series

**"In a war, everyone
suffers... we must never
let it happen again."**

The War Amps believes
it has a responsibility
to warn younger
generations about
the true horrors of
war. Who better to
recount the battles as
they really happened
than the veterans who
experienced war
first-hand? The **NEVER
AGAIN!** videos provide
historical accounts of
Canada's participation
in the First and Second
World Wars and Korea.

For more information
about **NEVER AGAIN!**
please contact:



**The War Amputations
of Canada**

National Headquarters
2827 Riverside Drive
Ottawa, Ontario K1V 0C4
Charitable Registration
No. 0286831 09

Coming out of our shell

The time has come for us to wave
our flag... blow our horn... come
out of our shell. Time to summon
the power of the Community Press and
put it to work delivering your messages
as only we can - directly into the
communities you represent.

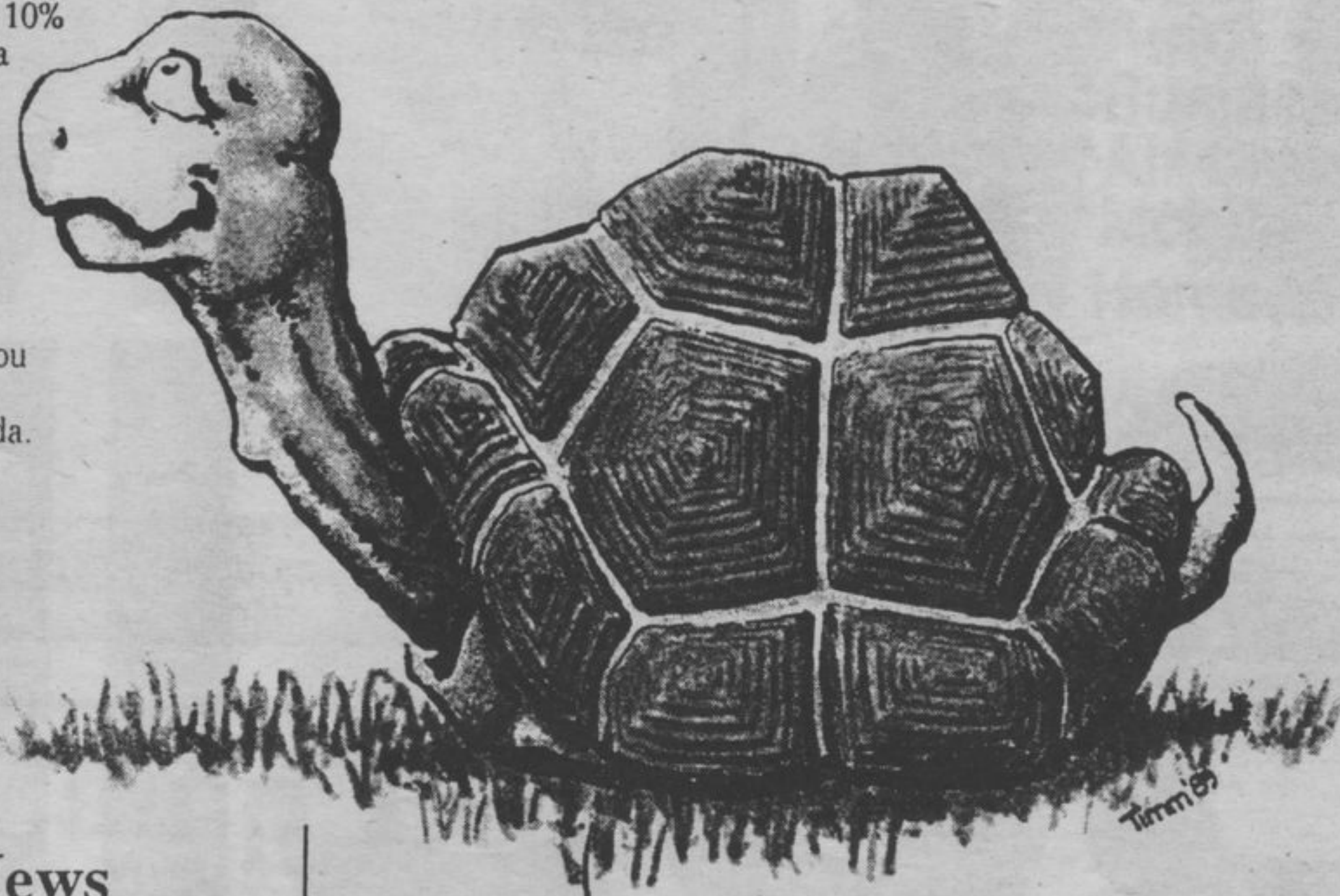
The latest P.M.B. results have found:

- 8,743,000 adults in English Canada read a community paper in the last 7 days.
- A "Readership to Possession Ratio" of 97% (95% in urban centres)
- Average issue is picked up 2.4 times.
- We can reach 39% of the adult population who are not exposed to the average daily (44% in urban markets)

In fact, one National Daily Newspaper buy plus one National Community Press

buy will provide a more
cost-efficient reach with a 10%
higher net coverage than a
4-insertion National Daily
Newspaper Campaign.

That's a lot of clout and
the reason we're coming
out of our shell. Call your
local advertising
representative today and
find out how we can put you
in touch with your
community, or all of Canada.



Call Lisa LeClair at
The Terrace Bay-Schreiber News
825-3747

BE A POWER SAVER



This fall, Hydro is planting bulbs all over your neighbourhood.

They're not just any old bulbs, either. They're 52-watt energy saving bulbs. And two of them are being delivered to households in Ontario this month. The package will arrive at your door in a 100% recycled plastic bag.*

You can use the 52-watt bulbs to replace regular 60-watt bulbs. The bulbs use 13% less electricity with only a subtle difference in light output. And, since they fit into any standard fixture, becoming a Power Saver is as easy as changing a light bulb.

Now 8 watts might not seem like much of a saving, but if everybody in the province replaces two 60-watt bulbs with two 52-watt bulbs, the energy savings really add up.

We'll also spell out other ways to save.
Distributing bulbs is one way to help people become familiar with energy saving lighting alternatives.

The brochure and rebate coupons that come with the bulbs is another.

The brochure tells you all about the different kinds of energy saving lighting available and where best to use them. To help you get started on a couple, we've provided Power Saver rebate coupons to save you \$5.00 off the purchase of any CSA certified compact fluorescent bulb and \$3.00 off any CSA certified halogen PAR 38 flood or spotlight in 45 or 90-watts.

**Energy saving will
really grow on you.**

So use your 52-watt bulbs, read the brochure, and let the idea of energy saving lighting take root.

Look for energy saving lighting alternatives at your local retailer.



Ontario Hydro AND YOUR Local Utility

Let's give tomorrow a hand.

*Consisting of 50% recycled post-consumer material and 50% reclaimed material.