

Soviet Scientists have more power than atom bomb

It is over a year since the Soviet Regime toppled. While the world watched with baited breath, the Soviet Union split apart. The former Superpower left a deadly legacy though—its arsenal of nuclear weapons. Enough power to destroy the world several times over.

Even deadlier than that arsenal of nuclear destruction are the scientists who have the knowledge to recreate the technology that made the Soviet Union the threat to the U.S. it was.

Just when the Western Hemisphere thought it could breathe easier, these scientists may give several countries a bargaining chip in the game of war.

Since the first Atom bomb was dropped in Japan and people around the world saw the results of *two* nuclear bombs, both the U.S. and the Soviets were reluctant to destroy each other many times over.

The motive and opportunity were there, yet the will to annihilate each other was not.

But can you imagine some dictator like Saddam Hussein with that knowledge. The power he would possess is more threatening than that of a scud missile armed with its deadly chemicals. During the Gulf War when Hussein began bombing Israel, journalists and politicians were constantly second-guessing the dictator. Would he use his chemical weapons against a much stronger U.S.-led international force.

Hussein is not the only enemy the U.S. has. Iran has a history of hating everything the good old red, white and blue stand for.

Unfortunately, if the U.S. is in the line of fire, Canadians (however innocent we may be) will feel the effects of any global conflicts the States are involved in.

When former President George Bush quickly condemned the Iraqi invasion of Kuwait in 1990, Mulroney was not far behind in condemning the powerful dictator.

Now U.N. troops continue to search through Iraq for any signs of a nuclear arsenal. Whether they ever find anything that can be remotely linked to the construction of an atom-bomb remains to be seen.

The hands of Canadians, and other democratic nations are tied. How can we control those with dangerous secrets left behind by the downfall of communism? That is an impossible question to answer.

All we can hope is if these secrets fall into the wrong hands, they will have the sense not to push the button. There are no winners in the game of war.

Cindy Laundry

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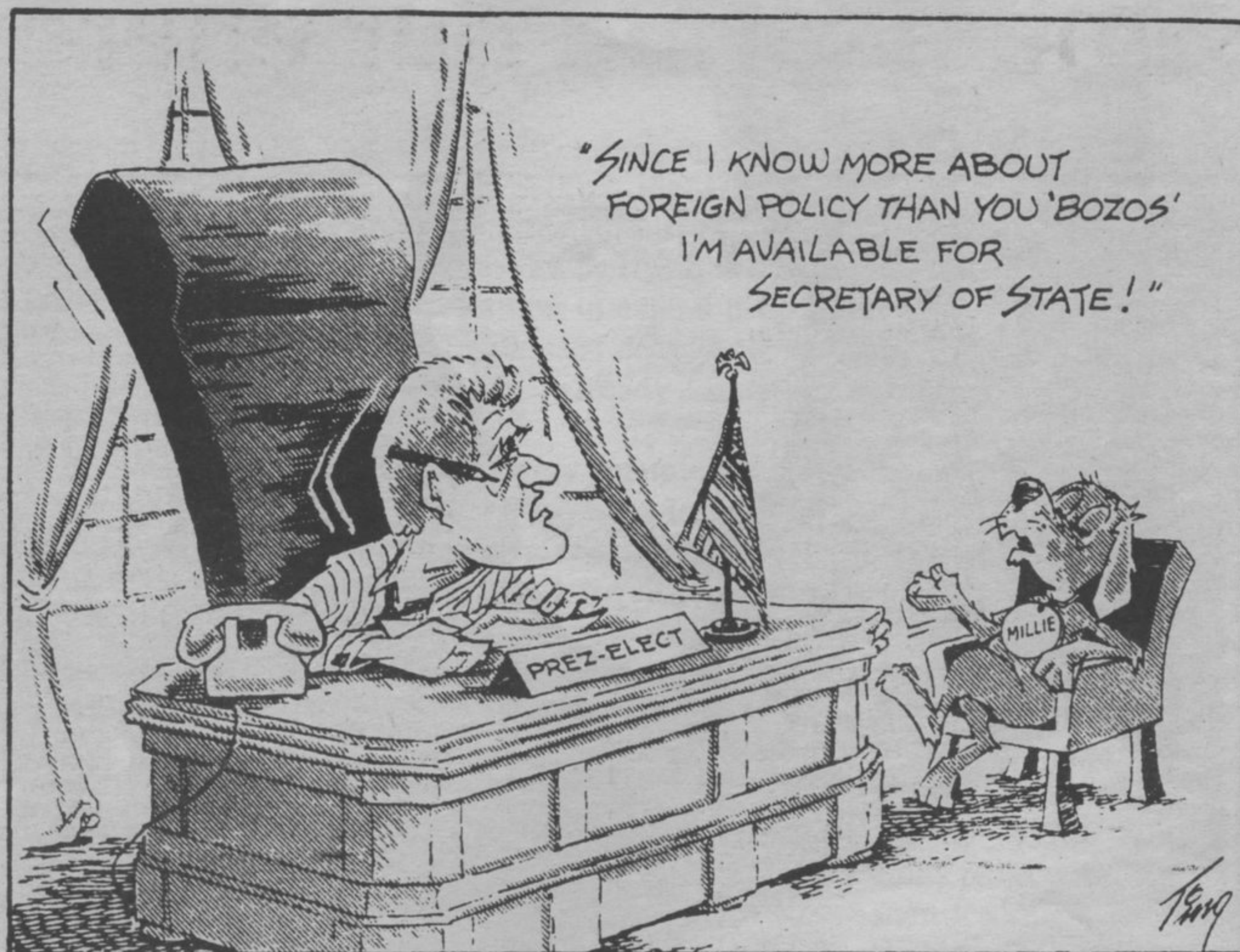


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Baby Boomers hitting the age of Woopiedom

"The baby boom was twice as big as the generation that preceded it. It's like a deer going through a boa constrictor. You don't notice anything the snake ate before or after. They're the biggest game in town and they will be until they die"

This is how one Sociologist describes the aging baby boomers, but we're a long way from dying. As a matter of fact we're just beginning to hit the half century mark. Experts estimate that within the next three decades, the number of North Americans over the age of 50 will skyrocket by 80 per cent. Every third person you meet will be 50 or older.

It's not just a North American phenomenon. The Japanese are "silvering" even faster. So are Western Europeans.

But we're not just accumulating wrinkles and cellulite saddle bags, we aging baby boomers. We also, according to the experts, pack a fair amount of scratch. In fact, surveys show that the over 50s already have as much spending loot as all age groups put together.

Needless to say, the advertisers have sniffed out and homed in on this phenomenon like a school of piranha on a bleeding pig.

The marketers have studied us, subdivided us into "age groups"—they've even come up with a brand new name for us.

It's kind of silly to call something that's half a century old a "baby" anything. So we're not baby boomers anymore. Or yuppies. Or teeny boppers.

We're Woopies.

It stands for Well-Off Older People—and if you are one, hang on to your hairpiece because you are about to be media blitzed like you've never been blitzed before.

You may have noticed some of the advertising changes already. There's a clothing

company out there offering "roomier" jeans—pants that don't look like they've been put on with a spray gun. That's because the jeans manufacturers realize that our bodies . . . aren't what they once were. We don't want flaunting clothes—we want camouflage. I think the jeans will sell like hotcakes.

Not that all the new marketing ideas are successful. A few are downright duds. Some American telephone companies introduced "silver pages"—listings for goods and services specifically aimed at the older section of the populace. Woopies wanted nothing to do with them.

Last year Johnson & Johnson introduced a new shampoo for "older hair". It grew cobwebs on the shelves. Woopies don't want their oldness rubbed in their face. So Johnson & Johnson scrapped the ads and wrote some new ones that promised the shampoo would make hair "alluring at any age". Sales took off.

Seems like Woopies are very sensitive about language. They're happy to consider living in an "adults only" environment—but don't want to be caught dead in a "retirement community".

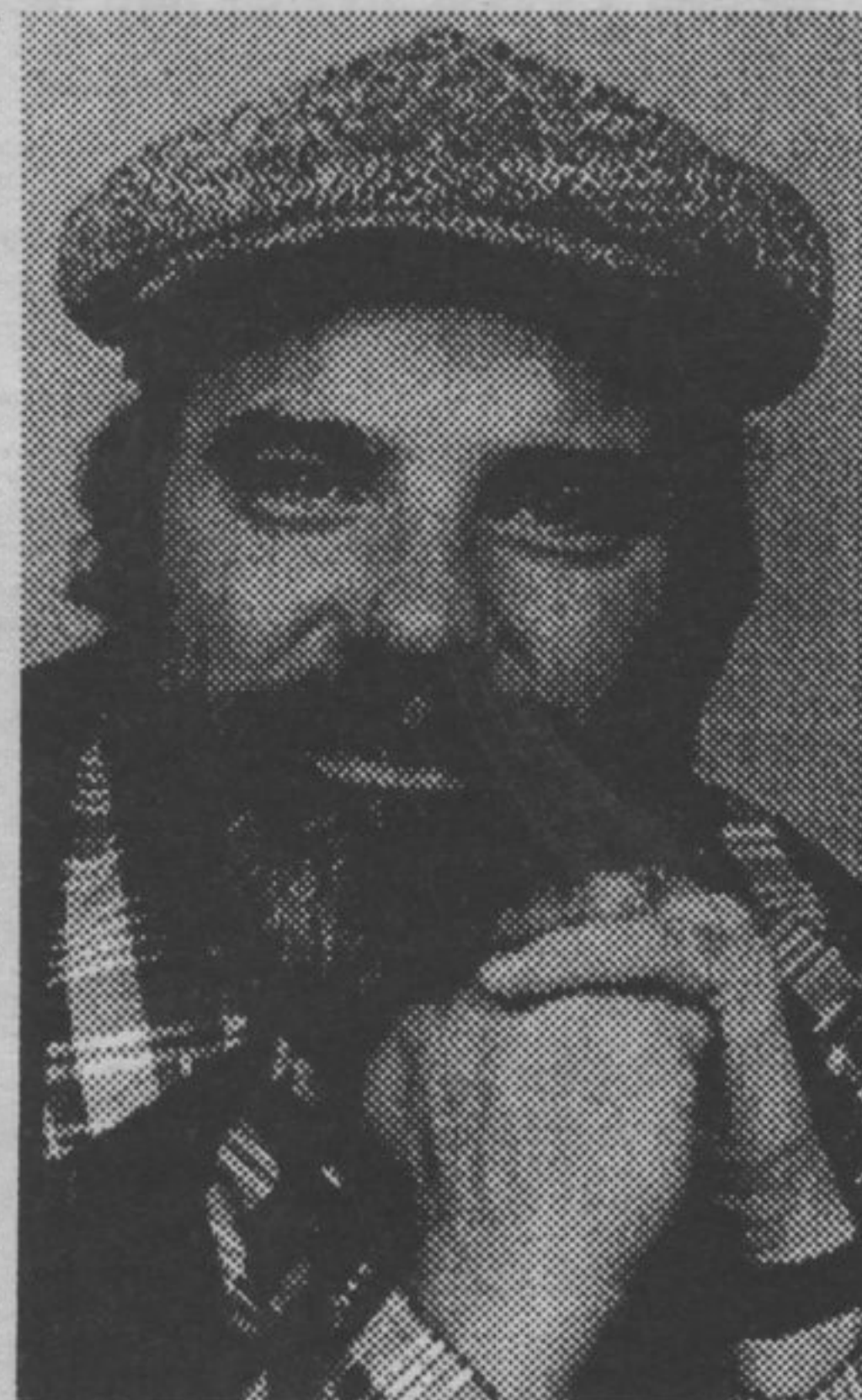
Well, I'm sensitive about language too—particularly when it's employed by pussyfooting snake oil salesmen trying to separate me from my pathetic little hoard of loonies.

So, as I totter into Woopiedom (49 and holding), a word of advice to all those honey-tongued hucksters out there in media land:

Don't call me a Senior Citizen. Don't call me a Golden Ager or an Oldster.

And for God's sakes don't you dare call me Chronologically Endowed.

As a matter of fact—don't call me at all. I plan to be extremely busy for the rest of my days. Making whoopee.



Arthur Black