



Richard Sharpe, chairman of the board of Sears Canada Inc., gets a helping hand from Santa Claus as the leading catalogue merchandising chain unveiled its largest ever Christmas Catalogue with a summer Christmas party.

Sears Christmas catalogue best-ever

Santa came to town on Monday — four months too soon for Christmas, but just in the nick of time to get a message across that during the 102 shopping days until the big day, there are bundles of special goodies in store for consumers at Sears Canada Inc. across the country.

Santa was on hand to help Sears unveil its largest-ever Christmas Catalogue, chock full of traditional favorites and new features.

The catalogue features 12,000 gift items, including a section which falls under a new category of luxury "ultimate gifts", says Robert Knox, vice-president, public affairs for Sears, the leader in catalogue merchandising.

The new ultimate gift portion of the catalogue — comprising 22 pages of the 448-page book — is a first in the Canadian catalogue merchandising business. Ultimate gifts include, for example, his and her fur coats retailing for \$3,000 to \$4,000, a \$2,200 deluxe outdoor barbecue, and \$20,000 super deluxe snooker table.

"The Sears Christmas catalogue is our biggest and best ever. There's still all the value that Sears's customers have come to expect, but there's a new twist with the ultimate gift ideas. Consumers can now purchase items ranging in price from \$2.99 to \$20,000, conveniently and at home, said Knox.

In addition to its regular distribution to qualified Sears' customers, the catalogue will be sold through major book store chains including W. H. Smith Canada Ltd., Classic and Coles, for \$2 and at all Sears retail outlets. The catalogue is expected to be one of the largest selling books in Canada, with an estimated 485,000 copies to be sold.

With 75 retail stores and 1,500 catalogue sales units across Canada, Sears employs approximately 50,000 regular and part-time employees.

In 1953, the first full year of operation, Sears had sales of approximately \$100 million. With sales of over \$3.4 billion in 1984, Sears is one of the largest retailers of general merchandise in Canada.

You should know...
That 85.7% of the 21,000 copies of the Economist and Tribune are read by more than one adult. (Source: Kubas & Associates study, Spring 1985. Details on request.)

STOUFFVILLE PLAYERS
AUDITIONS
WED. SEPT. 4
THURS. SEPT. 5
STOUFFVILLE LIBRARY
7:30 P.M.
for November play
info call 640-6240

THE YORK REGION BOARD OF EDUCATION WILL BE OFFERING

NIGHT SCHOOL CONTINUING EDUCATION CLASSES

WHERE TO REGISTER
Aurora High School
Bayview Secondary School
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Markham District High School
Stouffville District Secondary School
Sutton District High School
Thornhill Secondary School
Thornlea Secondary School
Woodbridge High School
Langstaff School for Adults

WHEN TO REGISTER
September 9th and 10th
6:30-8:30 p.m.

Subject to adequate registration a wide variety of courses, both credit and general interest will be offered. Credit courses include Mathematics, Science and English etc. General interest courses include typing, dancercise, scuba diving, calligraphy and computers.

Courses for Driver Education, language courses, adult basic education and programs for the mentally handicapped are also offered. Day and evening classes for ESL (English as a Second Language) will also be held in various centres.

Registration IN PERSON ONLY. Senior Citizens will be admitted to existing courses free with proof of status. Payment may be by

1. Visa
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 3. Money Order
- A minimum of 15 students is required to form a class.
For further information telephone Continuing Education Department, 884-8131, 889-0660, 887-5931, Ext. 267 or 731-9556.

Louise Walter R.A. Cressman
Chairman Director of Education

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MUNICIPAL ENUMERATION

Starting September 3, 1985, an enumerator, carrying a proper identification card, will call at your residence for a few minutes to check basic information required in determining:

- your eligibility to vote in the municipal and school board elections to be held on November 12 this year;
- the allocation of education property taxes between the public and separate school systems;
- the distribution of provincial grants to local governments to help reduce tax bills;
- the preparation of jurors' lists; and
- population information needed for other municipal programs.

The enumerator must record such information as the name, age, property status (e.g. owner or tenant), school support and residency of all members of the household.

When the enumerator visits, please check that the information on the Enumeration Notice is correct. If it is not, revise it and verify the changes.

If you are not home, a Notice will be left for you. If changes are necessary, please make them and mail the Enumeration Notice, as soon as possible, in the pre-addressed postage prepaid envelope accompanying the Notice. For any additional information, please contact the local assessment office.

DURHAM REGIONAL ASSESSMENT OFFICE
605 Rossland Road East
Whitby, Ontario, L1N 5S1
(416) 668-9351, Toronto Line 626-1422, Zenith 67140
Regional Commissioner - H.H. Parnell



YORK REGIONAL ASSESSMENT OFFICE
460 Oak Street
Newmarket, Ontario, L3Y 3X6
(416) 895-0544, Toll Line 1-800-263-3224
Regional Commissioner - K.E. Fagan

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