

When is a sale really a sale?

Dear Editor:
 The Con Game? Are consumers being ripped off? Whenever I go into a shopping mall, I'm at once confronted with a barrage of signs bearing slogans such as 'Sale,' '70%, 60%, 50% off clearance to cut down inventory.'
 This kind of brainwashing has been going on for months now and has reached epidemic proportions. Practically every store has one or the other of these signs inviting the unwary consumer to sample their wares. Some of the huge furniture stores not in shopping malls even have permanent sales, offering no payment for months, no interest to be paid until such and such a date, to draw the customer's attention. Who is more naive, the advertiser or the consumer?
 These slogans and gimmicks must pay-off or they wouldn't use them, but are they being honest with the consumer? While they're trying to make us believe we're getting a bargain, no doubt in isolated cases we are, in general they are ensuring we think we're getting colossal cut-backs from the regular prices;

although no consumer knows what the real regular price is. Any price can be quoted as regular, and being offered 50 per cent off in many cases means the price has been brought down to what the real regular price would be.
 As 'Sales' become an year round event, one must assume the buyer is getting a bargain 12 months of the year. No business could stay solvent if these so-called reductions were in fact real.
 If a merchant can make a reasonable profit on an item offered at a 50 per cent off price, how much do they make on the regular price? Buyer beware!
 When shopping in one of these establishments ask the attendant what the regular price is or what the suggested catalogue price states, and take your percentage from there. You could get an odd answer. Hoodwinking the buyer is as old as the hills and the majority of people are still falling for it.

Sincerely,
 Adam Johnstone,
 R.R.1, Stouffville

Editor's Mail

Srs. say thanks

Recently, a staff-student hockey game, sponsored by Stouffville Dist. Secondary School, was held at the Town Rec. Centre. From this event \$500 was raised and donated to the Silver Jubilee Club.
 In appreciation of this generosity, the following letter was received by the School from the Club's secretary, Queenie Bound. It reads as follows:
 "I am delighted on behalf of the Silver Jubilee members and executive to thank you all very much for your extremely gener-
 ous donation of \$500 to our Club. It has come to us at a very good time, since we are in the process of having the Clubhouse redecorated. This is a project that will be enjoyed by all members and visitors for years to come.
 You may take pride in the fact that your efforts on our behalf will be appreciated by many, many seniors in your area.
 May I say once again in closing, our deepest thanks and appreciation to you all and much success in your future endeavors."

Complete with Dish Soap, porcelain dinnerware, glassware. All pieces are on display and in stock for your selection.

Where anything fresher is still growing

Longo's

3085 HIGHWAY NO. 7 AT WOODBINE
 OAKVILLE: HIGHWAY NO. 5 AT TRAFALGAR
 BURLINGTON: 1225 FAIRVIEW STREET AT MAPLE
 WILTON: 7035 GOREWAY DRIVE

Specials effective Monday, January 11, 1988 thru Saturday, January 16, 1988.

Longo's for Quality Produce You Can Rely On

 potatoes 50 lb. bag 2.99 Product of PEI	 romaine lettuce Product of U.S.A. Canada No. 1 bunch .79	 grapefruit white and pink Fresh and sweet Indian River Product of Florida Ocean spray lbs. 4.00	 nectarines Product of Chile Canada No. 1 kg 1.52 lb. .69
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Longo's for Quality, Tender Meats

 short rib roasts blade and chuck lb. 1.79 Cut from Canada Grade 'A' Beef kg 3.95	 cross rib roasts Cut from Canada Grade 'A' Beef lb. 1.99 kg 4.39	 chicken legs Ontario Grade 'A' Fresh backs attached kg 1.53 lb. .69	 cooked ham freshly sliced extra lean kg 4.17 lb. 1.89
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Longo's for Quality, Brand Name Groceries, at low, low prices!

 Nescafe instant coffee Rich Blend, Viva, Columbia 8 oz. and 6 oz. 4.99	 Tide laundry detergent powder, 6 litre box with coupon below 3.99 Special price without coupon \$4.89	 Coke, Coke Classic, Diet Coke case of 24 x284 mL tins Limit 2 per family purchase, please 5.99	 Campbell's tomato soup 10 oz. tins Limit 12 tins per family purchase, please 3.99
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Store Hours:
 Open Monday thru Saturday, 8 a.m. to 9 p.m.
 Closed Sundays (Malton location open 8 a.m. to 6 p.m.)

SAVE 90c WITH THIS COUPON

Tide powdered laundry detergent 3.99
 Special price without coupon \$4.89
 Only at Longo's. Limit one per coupon. Coupon expires Jan. 16, 1988. ME TDE 064

Coke, Coke Classic, Diet Coke
 plus 40c deposit per bottle
 750 mL bottle **.59**

BUY ONE GET 75c OFF

Chips Ahoy! 75c
 Chips Ahoy! (any size)

PREMIUM PLUS 75c
 One package of PREMIUM PLUS 75c & 75c with 75c off in same package.
 Limit: One coupon per package.
 Offer Expires January 16, 1988.