

Letters

# Television advertisers show ample responsibility

Dear Editor,  
Re: Arthur Black's article "Joe Beer Party" (Stouffville Tribune, June 24 Weekend).  
It's true, there is an edge to advertising that's ironic. And to present the entire picture you must be prepared to ask yourself why?

To serve it up as a vocation that stands alone on the dimension of irony stops short of the whole truth.

Modern day advertising is laden with irony. And surely, we all can cite countless examples. But it's ironic, not because someone set out to make it so, but because in so many fundamental ways, living life in modern day society and the human condition itself are steeped in irony.

The examples you mention in your advertising expose, if you look behind

the message, are slavishly reflective of the human condition and today's way of life. For better or worse, is obviously arguable.

I also find your reference to noted economist John Kenneth Galbraith puzzling. How could a professional who is principally an economist have something to say that's more relevant in the domain of human psychology and consumer communication?

With my tongue firmly in cheek, at some point in history you may have been closer to the truth by referencing Stephen Leacock when he described advertising as "the science of arresting the human intelligence just long enough to get money from it."

However, while entertaining to say the least, Stephen's pronouncement has not stood the test of time. Rather, advertising has greater scope, potency and responsibility than this. For the most part, in my opinion, this responsibility is amply demonstrated by advertisers of all sorts. Advertising that works and is good for all of us must treat people like you and I with respect, dignity and compassion.

If it doesn't, may I suggest you not throw flower pots at the TV. Cast your displeasure with your vote at the cash register. In turn, this will drive advertisers to present to you better advertising.

It's the most powerful dialogue you can have.  
Fade to black.

Jim S. Quance  
The Television Bureau of Canada

CHRISTIAN BLIND MISSION INT'L  
CONFERENCE CENTRE  
presenting

October Concert

METRO TORONTO  
SALVATION ARMY  
RESERVIST BAND

Sat., July 8 - 7:15 p.m.

Bring your own lawn chair

Seating available • Light refreshments

Come early and shop in our

"A World of Goods" Gift Store.

3844 Stouffville Rd. (at Kennedy Rd.)

(905) 640-6464

## Motorists use road as trash can

Dear Editor,  
It is necessary for me to vent my feelings about motorists who feel that the town roads and highways are places to dispose of their garbage.

I live on the Tenth Line in Stouffville and besides taking responsibility for keeping my lawn trimmed and weeds sprayed, I also have the pleasure of collecting people's wastes by the roadside.

On one occasion, I actually witnessed a motorist pitching his coffee cup and all through the window with his children in the car.

How are we to teach our children respect for public and private property if parents have difficulty grasping this concept?

Dorothy Giuffre  
Stouffville

**Photography**  
Portrait and Weddings  
our Specialty  
705-357-1616  
or Toll Free 1-800-661-1306

**TAKE THE PLUNGE!**  
Durham's award-winning largest pool dealers present...

CRYDERMEN ROAD  
**Lyndhurst Golf Course**  
RAVENSHOE ROAD  
2 GREEN F CART  
MON. - FRI. \$14.00 \$42.00  
AFTER 2 PM \$12.00 \$38.00  
AFTER 5 PM \$10.00 \$30.00  
DAVIS DRIVE  
SAT. - SUN. - HOL. \$18.00 \$56.00  
AFTER 2 PM \$15.00 \$46.00  
905-722-8583 All taxes included  
HWY. #7 →

**A WILD WORLD OF WESTERN WEAR**  
In your own backyard!  
**WILD WILLY'S**  
★ Boots  
★ Moccasins  
★ Hats  
★ Jeans  
★ Belts  
★ All kinds of Accessories  
**10% OFF ALL MOCCASINS UNTIL JULY 12**  
(905) 985-4376  
Hwy. 7A & 12, Manchester  
Port Perry  
(next to Country Style Donuts)  
Also Whitby Mall,  
1615 Dundas St. E., Whitby  
(905) 432-WILD

**City HEARING CENTRE**  
Professional Hearing Services including:  
• Audiometric Testing • Impedance Audiometry  
• Real Ear Measurement  
• Electronic Hearing Aid Analysis  
• Prescription and Fitting of Hearing Aids  
• All make Repairs and Service  
PORT PERRY #462 Postan Street 19L, 119 (905) 985-3166  
LINDSAY #4 Lindsay Street North K9V 1T6 (905) 328-0145

**BEST SICO BUY**  
**SAVE UP TO \$10**  
ON TOP QUALITY **SICO STAINS AND PROTECTORS**

**SAVE '8**  
FORMULA 77 DECK AND WOOD PROTECTOR  
• Water repellent  
• Mildew resistant  
• Urethane fortified  
• Ideal for pre-treated wood  
**21.99**

**SAVE '10**  
LATEX ACRYLIC OPAQUE STAIN  
• High hiding  
• Solid colour finish  
• Prevents fading  
**22.99**

**SAVE '10**  
WATER REPELLENT STAIN  
• Alkyd, semi-transparent  
• For wood siding, doors,  
• Fences & furniture  
• Prevents mildew  
**22.99**

**SAVE '10**  
ALKYD DECK STAIN  
• Water repellent  
• Mildew resistant  
• Solid finish for  
• All woods  
**22.99**

**SAVE '10**  
SUPRASATIN SEMI-TRANSPARENT STAIN  
• Protects & beautifies  
• Extremely durable  
• Mildew resistant  
• Resists fading & cracking  
**37.99**

**SICO** 33 EDWARD ST. STOUFFVILLE  
"CANADIAN MADE" 905-640-3440  
"CANADIAN OWNED"  
FOR CANADIAN CONDITIONS

**SHELL**  
Homecare BUILDING CENTRE

**AFFORDABLE SWIMMING POOLS**  
Above Ground  
(Includes pump & filter)  
15'... \$1199 24'... \$1899  
18'... \$1599 12' x 24'... \$2099  
21'... \$1799 15' x 30'... \$2499  
(Installation available)  
**North American Pool & Spa**  
1-800-552-5854  
PORT PERRY (905) 985-3557 AJAX (905) 427-7619

NOTHING CAN SHRINK YOUR BUDGET LIKE GROWING CHILDREN  
Look Mom grew again!  
The Second Hand For Kids  
Good value for gently worn clothing  
NOW OPEN AT  
159 CASIMIR ST., PORT PERRY  
985-7795 TUE-SAT 10-5

**stroke**  
HEALTH AND STROKE FOUNDATION OF ONTARIO

**ONE DAY ONLY**  
this Friday, July 7th at Dean Myers

OPEN LATE THIS FRIDAY

EXAMPLES

95 PONTIAC GRAND AM SEDAN  
• 3.1 litre V6 engine  
• 4 spd. auto • cassette  
• Power locks & windows  
• A/C • spoiler  
NOW was \$21,499

95 PONTIAC GRAND PRIX SEDAN  
• 3.1 litre V6 engine  
• Dual air bags • ABS  
• 4 spd. auto • cruise • tilt  
• Power windows & locks  
NOW was \$24,495 then \$19,544

95 BUICK REGAL CUSTOM  
• 3.8 litre V6 engine  
• dual air bags • 4 wheel ABS  
• dual zone air conditioning  
• aluminum wheels • Heavy duty cooling  
NOW was \$26,165 then \$22,999

**\$16,999 \$18,544 \$21,999**

**PLUS YOU COULD WIN \$9600**  
from DEAN Myers

**LAST 3 DAYS**

**ONE In 200 Chance to WIN**

WINNER to be announced THIS SATURDAY JULY 8th at BBQ Lunch to be held at Dean Myers

**5786 MAIN ST. STOUFFVILLE**  
(10 minutes N. of Markham - just east of Hwy. #48)  
TO QUALIFY SIMPLY PURCHASE OR LEASE, AND TAKE POSSESSION OF A NEW OR USED CAR OR TRUCK BY CLOSING JULY 7th, 1995  
Contest sponsored by Dean Myers and **KX96FM**  
See dealer for contest rules or call (905) 642-3655

**Sheep Focus '95**

July 7, 8, 9, 1995  
Markham Fairgrounds

Featuring:  
**Techni-Cal Sheep Dog Trials,**  
Sheep & Wool Crafts, Sheep Shearing Competition,  
Shepherd's Challenge, Wool & Leather Fashion Show  
Ongoing For the Weekend: Sheep Shows and Sales, Spinning & Weaving Demonstrations, Breeds Gallery, Entertainment, Children's Craft Corner, Commercial Exhibits and Displays, and much more!  
**Bring the Family for a Day of Fun in the Country!**

For More Information:  
Ontario Sheep Marketing Agency  
130 Malcolm Road,  
Guelph, ON, N1K 1B1  
(519) 838-0043

Admission: \$5,  
Children Under 12: Free.  
Hours: Friday 1 to 7,  
Saturday 9 to 6,  
Sunday 10 to 4