

ST/UX

I'm NOT having a nice day

One of the challenges facing the beleaguered consumer of the '90s is how to get past store greeters undetected.

Greeters are like product spokespersons in supermarkets and telemarketers who call at the pivotal moment in your favourite TV program and offer to clean your carpets, tile your roof, or deliver a periodical you already subscribe to, but at a massive discount which is offered only to new subscribers.

They are relentlessly cheerful; they are insistent in their demands that you have a nice day.

They are tireless purveyors of the power of positive thinking.

When I go shopping on my own, one of the things I like best is not having to talk to anyone.

I take perverse delight in having a bad day if I'm in a bad mood, and I take exception to anyone who tries to persuade me to adopt a sunny disposition when I feel like snarling.

Greeters have always been around in one guise or another, usually doubling as clothing store staff, bent on convincing you that nothing offsets your complexion like those chartreuse and orange leggings, stunningly combined with that fuchsia tunic.

Even before you have set foot inside the place, they

are heralding you with their memorized spiel.

"Hihowareyoutoday? Can I help you with anything? My name is Buffy so be sure and ask for me at the checkout. Have a nice day."

By the time you reach the department you want, you have been accosted by three or four Buffy clones, all perky and eager to be of assistance.

The only thing that stops you from decking one of them is sympathy.

Imagine having to be that cheerful all the time.

The same applies to telemarketers, who would probably prefer to be sailing, but who need to make money somehow in a world where jobs are scarce or non-existent.

So you leave the store in search of solitude, only to be accosted by a couple of pint-sized salespeople flogging chocolate bars for an obscure charity which does not issue tax receipts.

Refusing them would seem churlish — they are only kids after all — but the charity's credentials are sadly lacking and you've sworn off chocolate for life.

By the time you reach home and shut the front door behind you, you are a basket case.

Sinking gratefully into your favourite chair, a nice cup of tea at your elbow, that expensive periodical



Kate's Corner

Kate Gilderdale

in your hand, you are assailed by the unlovely jangle of the front door bell.

You stagger wearily to your feet and open the door, to be greeted by a woman sporting a Thatcher-esque coiffure and waving a pamphlet at you. "Good afternoon. How are you today? I have some good news I'd like to share with you..."

By the time your friendly neighbourhood politician drops by to expound on his vision of the future, your pleasure at seeing him is somewhat muted.

Once you recover your equilibrium, you ask him in, but just at that moment, the cat makes a lightning bid for freedom and the phone rings.

It's someone from the Police Retirees of Ontario, wondering how you are today.

Somehow, despite all the urgings to the contrary, I'm still not having a nice day.



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TUESDAY	9-6
WEDNESDAY	9-6
THURS.-FRI.	9-8
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We at Pacific Linen Canada honor and respect those veterans who fought for the freedom of our country. We sincerely apologize for any offense taken for referencing this Remembrance Day holiday with our sale currently in progress. Thank you.

PACIFIC LINEN

ADVERTISING CORRECTION

In our HOME VALUES flyer, included in this newspaper this week. Please note:

We're sorry you won't be getting the Zenith 27" TV you wanted. We hope you won't be too upset when you get even more for your money. Due to supplier problems, we are unable to deliver the Zenith 27" stereo TV shown on Page 3. In its place, we are offering a better value JVC 27" stereo TV. This TV has even better features than the Zenith: 2-tuner Picture-in-Picture, Hyper Surround Sound **plus** it has a Super Command Remote and 27" Diagonal Full Square Dark Tinted Picture Tube. Our regular selling price is \$749.99. We are able to offer this JVC TV for the same price as the Zenith - **\$649.99** - that's an incredible saving of \$100.

We sincerely apologize to our valued customers and regret any inconvenience or confusion this may have caused.

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