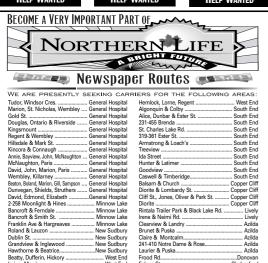
Irving, Morrison
Elm, Ethelbert, Pine, Reginald...
Eyre, Isabel, Victoria...
Jane, Logan, Quinn
Ash, Parkwood, Pine
Elm

Elm
Irving and Morrison
Albinson, Halig
Albert, Eyre, Whittaker
Douglas, Whittaker
Alder, Victoria, Walnut, Willow
Douglas, Lorne, Regent

500 Help Wanted



2400-2724 Hwy. 69 N. ... Larch, Elm & Maple Elm, Maple, Durham Dominion & Frost Please call 673-5138

. Chelmsford . Chelmsford

Write a Classified Ad That Really Sells

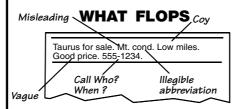
vhatever you need to unload - from Aunt Edith's mink coat to the exercise bike that's just gathering dust - classifieds help you to get the job done without leaving home.
Unsure how to write an ad that will get results? Follow these pointers and you'll

soon have an empty space in your storage room and a jingle in your pocket.
For starters, look up the product you want to sell and read the

competition. You'll get a sense of going rates and ideas for how to make your ad stand out.

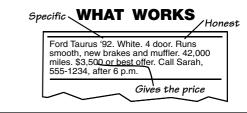
Once you're ready to write, begin with exactly what you're selling! Bedroom set, antique, oak. Then, remember these hints:

- Don't be coy about the price. According to The MacDonald Classified Service, an Indiana firm that consults for about 800 newspapers, 70 per cent of classified readers won't respond to an ad with no price.
- Don't be vaque. Words that describe what you're selling are called key words - and the ones you choose will determine whether your ad succeeds or fails, says Pat MacDonald,



president of the firm. Selling a car? The key words are: *make*, *model*, *year*, *body style*, *color*, *mileage*, *and price*. If it's a house, the key word is location, followed by type of construction, style of architecture, number of bedrooms and baths, and condition. For a garage sale, list all the items you can squeeze in - power saw, quilts, baseball cards, china - to attract as many shoppers as possible. Use brand names when appropriate.

- Don't be misleading. Think accurate and factual when you write. If the house is a fixer-upper, say so. "Sometimes that can be very endearing," says MacDonald. "In copy writing, there's nothing more compelling than honesty.
- Don't ninch nennies. Most classified ads are billed by the line or word, so even a few words can add up. But it may be worth the extra cost if the words you choose say something special about your item, says MacDonald. If there are 20 ads for firewood and they all offer the same product plus free delivery, set yours apart. "Consider adding a benefit," he says. "Include 'neatly stacked.""
- Don't forget the basics. The ad salesperson is likely to remind you, but just in case be sure you include a phone number and the best times to catch you.





. New Sudbury . New Sudbury ..New Sudbury West End West End

....West End

.. West End .. West End .. West End .. West End .. West End .. West End .. West End

243-401 Cote

Aurore, Leonard, Bathurst Newton & Queen's Crt. Cecile & Falcon

Skead Road & Sutherland Stanley, Sunset, Tena

Death Notices



BOISSONNEAULT. Maurice Léon

The family announces with sorrow his death in Sudbury on September 19th at the age of 83 years. Husband of the late Jeannette Belemarre) Boissonneault (née (predeceased). Dear friend of Diane Mainville. Loving father of Daniel Boissonneault (wife Anne), Denise Boissonneault and Carole Tessier (husband Patrick) all of Sudbury. (Arrangements entrusted to Co-Operative Funeral Home)

COURVILLE, Edmond "Ed"

The family announces with sorrow his death in Sudbury on September 16th at the age of 85 years. Predeceased by his first wife, Beatrice Courville (née Nault). Survived by his loving wife Hélène Valiquette-Courville (née Desmarchais) of Sudbury Loving father of André Courville (Michelle) and Gill Courville (Darlene) both of Hanmer, Carmen Daniels (Roy) and Linda Paul (Dan) both of Kitchener, Cheryl Bellefeuille (Jerry) of Port Elgin, Raymond Valiquette (Aurise) of Wahnapitae, Léon Valiquette (Lilianne) of Val Thérèse and Roland Valiquette (Alice) of Edmonton. Predeceased by his stepson Robert and by his stepdaughter Yvone Beaudette. (Arrangements entrusted to Co-Operative Funeral Home)

DUBÉ, Laurier J. "Larry"

In loving memory of Laurier J. "Larry" Dubé who passed away on September 25th at the Sudbury Regional Hospital - St. Joseph Health Centre, at the age of 82 years. Beloved husband of Doris (née Laxton) Dubé (predeceased). Son of Auguste and Phoebe (née Bisaillon) Dubé (both predeceased). Dear brother of Léo of London, Léola Savard (husband Henri). Wesly (wife Anne), Eileen (Winn) Alain, Rita Desiardins (husband George), Henriette Merit (husband Harry) all of Sudbury and predeceased by Roland and Bernard. (Arrangements entrusted to Lougheed Funeral Home.)

GUDBRANSON, Reta Mildred (née Moore)

In loving memory of Reta Mildred Gudbranson (née Moore) who passed away on September 26th at the Sudbury Regiona Hospital - Memorial Site, at the age of 80 years. Beloved wife of Eddie Gudbranson. Loving mother of Sandra McCarthy and Donna Cresswell (husband Bryan) (Arrangements entrusted to Jackson & Barnard Funeral Home.)

HUNEAULT, Nancy Elizabeth (Farnworth)

In loving memory of Nancy Elizabeth Huneault who passed away on September 26th at her home, at the age of 55 years. Beloved wife of Bernard Huneault of Sudbury. Loving mother of Elizabeth Ghoinski (Richard Charbonneau) of Chelmsford, Philip (Glenna) of Sault Ste. Marie and Pierre of Sudbury. (Arrangements entrusted to Jackson & Barnard Funeral

KING, Ann Elizabeth (née Facer)

In loving memory of Ann Elizabeth King who passed away on September 25th at the Sudbury Regional Hospital - Laurentian Site. at the age of 71 years. Beloved wife of Thomas "Bill" King (predeceased). Loving mother of Kathryn Grace (Ted Blades) of St. John's and David Cecil (Ellen) of Sudbury. (Arrangements entrusted to Jackson & Barnard Funeral Home)

LABROSSE, Thérèse (née Larocque)

The family announces with sorrow her death on September 16th in Sudbury, at the age of 73 years. Predeceased by friend Stan Touchette. Loving mother of Pauline (husband Dr. Pierre Séguin) of Sudbury, Colette (husband René Lagacé), Diane (husband Roger Martin) all of Sturgeon Falls Normand (wife Cécile) of Mississauga and Donald (wife Janet) of Orangeville. (Arrangements entrusted to Co-Operative Funeral Home.)

McISAAC, John J. "Jack"

In loving memory of John J. "Jack" McIsaac who passed away on September 21st at Sudbury, at the age of 87 years. Beloved husband of Estelle (Mayhew) McIsaac of Sudbury. Loving father of Marie of Keswick and Daniel of Ottawa. (Arrangements entrusted to Jackson & Barnard Funeral

MEILLEUR, Diane (née Allain)

The family announces with sorrow her death in Sudbury on September 15th at the age of 47 years. Daughter of Arthur and Thérèse (née Lebland) Allain both of Azilda. Loving mother of Rodney and Jason of Chelmsford and Lisa of Sudbury. (Arrangements entrusted to Co-Operative Funeral Home.)

MICELI, Emilio

In loving memory of Emilio Miceli who passed away on September24th at the Sudbury Regional Hospital - Laurentian Site, at the age of 67 years. Beloved husband of Rosetta (Giordano) Miceli of Sudbury. Loving father of Maria Rothensee (Dieter) of Sudbury, Franca Sabourin (Jim) of Espanola and Sue Baysarowich (Joe) of Sudbury. (Arrangements entrusted to Jackson & Barnard Funeral Home)

NEVA, Elsa (Ropponen) (née Tynkkynen)

In loving memory of Elsa Neva who passed away on September 24th at the Sudbury Regional Hospital - St. Joseph's Health Centre, at the age of 77 years. Beloved wife of John Neva (predeceased). Loving mother of Ahti Ropponen of Finland and Juha Ropponen (wife Janet) of Calgary. (Arrangements entrusted to Lougheed Funeral Home)

PAIEMENT, Azarie Joseph

The family announces with sorrow his death in Sudbury on September 19th at the age of 88 years. Husband of the late Fauvette Paiement (née Frappier). Loving father of Lorraine Gaudrault (husband Guy) of Azilda, Suzanne Fortin (husband Gérard) of Sudbury, Monique Duhaime (husband Denis) of Ottawa and Richard Paiement of Toronto. (Arrangements entrusted to Co-Operative Funeral Home.)

ROCHON, Viola (née Lawson)

In loving memory of Viola Rochon who passed away on August 9 at St. Mary's of the Lake Hospital in Kingston, in her 85th year. Predeceased by husbands William Redmond and Gilbert Rochon and her loving sisters Mary Martin of Sudbury and Florence Thompson of Parry Sound. Survived by brother Wallace Lawson of Lemaington. (Arrangements entrusted to Lougheed Funeral Home.)

ROWE, Arthur Peter

In loving memory of Arthur Peter Rowe who passed away on September 25th at the Sudbury Regional Hospital - St. Joseph's Health Centre, at the age of 67 years. Beloved husband of June (predeceased). Loving son of Violet and Harold Rowe (both predeceased). Dear brother of Eileen . (husband Cecil Ralph) of Garson, predeceased by Victor and Dorothy. (Arrangements entrusted to Jackson & Barnard Funeral Home)

ST. MARSEILLE, Joseph

The family of Joseph St. Marseille announcees with sorrow his death at his residence on September 18th. Beloved husband of Eileen (née Kingston) of Sudbury Loving father of Bob, JJ., Sandy, Susan and Janice. Predeceased by son Daniel. (Arrangements entrusted to Co-Operative Funeral Home)

SÉGUIN, Roger (Pappy)

The family announces with sorrow his death in Sudbury on September 18th at the age of 72 years. Beloved husband of Léola Séguin (née Clement) of Val Caron. Loving father of Anne Bisaillon (Charles) of Espanola Linda St. Michael (Bob) of Pembroke, Donald Séquin (Jennifer) of Sudbury and Roger Jr. Séguin (Cheryl) of Val Caron. (Arrangements entrusted to Co-Operative Funeral Home.)

TOMAC, Joseph

In loving memory of Joseph Tomac who passed away on September 26th at the Sudbury Regional Hospital - Laurentian Site. Predeceased by his brothers Stan Tomac and Peter Tomac. Survived by his brother George Tomac (wife Sylvia) and his sister Mary Stadnyck (husband Nick). (Arrangements entrusted to Jackson & Barnard Funeral

WALLINGFORD, Lucille Colette (née Saumure)

In loving memory of Lucille Colette Wallingford who passed away on September 21st at the Sudbury Regional Hospital - St. Joseph Health Centre, at the age of 64 years. Beloved wife of Harold Wallingford of Sudbury. Loving mother of Kim (wife Tina) and Mark both of Hamilton. (Arrangements entrusted to Lougheed Funeral Home)

WILLIAMS Helen Alice (née Baker)

In loving memory of Helen Alice Williams (née Baker) who passed away on September 27th at the Extendicare-York in Sudbury, at the age of 95 years. Beloved wife of Dr. Kenneth Williams (predeceased). (Arrangements entrusted to Lougheed Funeral Home.)

WILLIS Clara Alice

In loving memory of Clara Alice Willis who passed away on September 29th at the Extendicare-Falconbridge in Sudbury, at the age of 80 years. Daughter of David and Maggie (Armstrong) Willis (predeceased).

Mother of Paulette Janveau of Hanmer. (Arrangements entrusted to Lougheed Funeral Home)

ZIVNY, Leonard Wm.

In loving memory of Leonard Wm. Zivny who passed away on September 28th at the Sudbury Regional Hospital - Laurentian Site, at the age of 57 years. Beloved husband of Paulette Brisebois-Zivnv (née Levac) of Val Caron. Loving father of Tammy Zivny of Val Therese. (Arrangements entrusted to Lougheed Funeral Home.)

As a public service, Northern Life is pleased to provide Death Notices in summary. For more information please contact the following funeral homes:

Co-Operative Funeral Home 566-2100

Jackson & Barnard **Funeral Home** 673-3611

Lougheed Funeral Home 673-9591

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