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HELP WANTED

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WE ARE PRESENTLY SEEKING CARRIERS FOR THE FOLLOWING AREAS:

Tudor, Windsor Cres.	General Hospital	Hernlock, Lorne, Regent	West End
Marion, St. Nicholas, Wembley	General Hospital	Algonquin & Colby	South End
Gold St.	General Hospital	Alice, Dunbar & Ester St.	South End
Douglas, Ontario & Riverside	General Hospital	231-455 Brenda	South End
Kingmount	General Hospital	St. Charles Lake Rd.	South End
Regent & Wembley	General Hospital	319-361 Ester St.	South End
Hillsdale & Mark St.	General Hospital	Armstrong & Loach's	South End
Kincora & Connaugh	General Hospital	Treeview	South End
Annie, Bayview, John, McNaughton ...	General Hospital	Ida Street	South End
McNaughton, Paris	General Hospital	Hunter & Latimer	South End
David, John, Marion, Paris	General Hospital	Goodview	South End
Wembley, Killarney	General Hospital	Caswell & Timberidge	South End
Beaton, Boland, Marion, Gill, Sampson ...	General Hospital	Balsam & Church	Copper Cliff
Dunvegan, Shields, Struthers	General Hospital	Diorite & Lombardy St.	Copper Cliff
David, Edmond, Elizabeth	General Hospital	Cliff St., Jones, Oliver & Park St.	Copper Cliff
2-258 Moonlight & Hines	Minnow Lake	Diorite	Copper Cliff
Bancroft & Ferrdale	Minnow Lake	Rintala Trailer Park & Black Lake Rd.	Lively
Bancroft & Smith St.	Minnow Lake	Irene & Neimi Rd.	Lively
Franklin Ave & Hargreaves	Minnow Lake	Clearview & Landry	Azilda
Roland & Lauzon	New Sudbury	Brunet & Puska	Azilda
Dublin St.	New Sudbury	Claire & Montcalm	Azilda
Grandview & Ingleswood	New Sudbury	241-410 Notre Dame & Rose	Azilda
Hawthorne & Beatrice	New Sudbury	Laurier & Puska	Azilda
Beatty, Dufferin, Hickory	West End	Frood Rd.	Donovan
Irving, Morrison	West End	Falcon St.	Chelmsford
Elm, Ethelbert, Pine, Reginald	West End	243-401 Cote	Chelmsford
Eyre, Isabel, Victoria	West End	Aurore, Leonard, Bathurst	Chelmsford
Eyre, Regent, Victoria	West End	Newton & Queen's Cr.	Garson
Jane, Logan, Quinn	West End	Cecile & Falcon	Garson
Ash, Parkwood, Pine	West End	Skead Road & Sutherland	Garson
Elm	West End	Stanley, Sunset, Tena	Val Caron
Irving and Morrison	West End	2400-2724 Hwy. 69 N.	Val Caron
Albinson, Haig	West End	Larch, Elm & Maple	Val Caron
Albert, Eyre, Whittaker	West End	Elm, Maple, Durham	Val Caron
Douglas, Whittaker	West End	Dominion & Frost	Val Therese
Alder, Victoria, Walnut, Willow	West End		
Douglas, Lorne, Regent	West End		

Please call 673-5138

Write a Classified Ad That Really Sells

Whatever 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 vague.** 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 pinch pennies.** 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.

Misleading WHAT FLOPS Coy

Taurus for sale. Mt. cond. Low miles.
Good price. 555-1234.

Call Who? When? Illegible abbreviation

Vague

Specific WHAT WORKS Honest

Ford Taurus '92. White. 4 door. Runs smooth, new brakes and muffler. 42,000 miles. \$3,500 or best offer. Call Sarah, 555-1234, after 6 p.m.

Gives the price

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 Boissonneault (née Belemarre) (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 (Liliane) of Val Thérèse and Roland Valiquette (Alice) of Edmonton. Predeceased by his stepson Robert and by his stepdaughter Yvonne 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 Bisailon) Dubé (both predeceased). Dear brother of Léo of London, Léola Savard (husband Henri), Wesly (wife Anne), Eileen (Winn) Alain, Rita Desjardins (husband George), Henriette Merit (husband Harry) all of Sudbury and predeceased by Roland and Bernard. (Arrangements entrusted to Loughheed 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 Regional 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 Ghoiniski (Richard Charbonneau) of Chelmsford, Philip (Glenna) of Sault Ste. Marie and Pierre of Sudbury. (Arrangements entrusted to Jackson & Barnard Funeral Home.)

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

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 Leblanc) 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 September 24th 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 (Irm) of Espanola and Sue Baysarowich (Joel) 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 Loughheed 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 Loughheed 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 announces 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 Bisailon (Charles) of Espanola, Linda St. Michael (Bob) of Pembroke, Donald Séguin (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.)

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 Stadyck (husband Nick). (Arrangements entrusted to Jackson & Barnard Funeral Home.)

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 Loughheed 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 Loughheed 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 Loughheed 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-Zivny (née Leva) of Val Caron. Loving father of Tammy Zivny of Val Thérèse. (Arrangements entrusted to Loughheed 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

Loughheed Funeral Home
673-9591

Death Notices
now available
online @
NORTHERN LIFE.ca