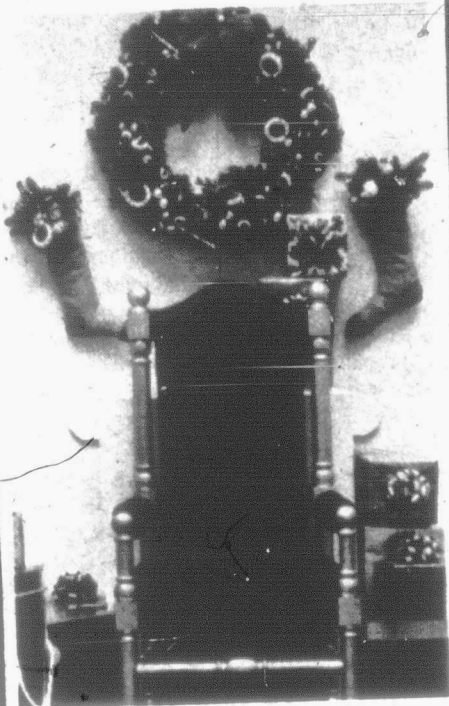


Did you get your share of bargains?



He's gone!



Patience, folks



Avoid lineup?



Our Times photographer went shopping — not for bargains but for bargain hunters. He found patient people in long lineups, returning the gifts from Aunt Sarah that invariably arrive in the wrong size and color. Then he saw the half-price sales wooing all those with refund money in their pockets. Who was missing? Look at the empty chair. But he'll be back — same time, next year.



Sale-ing anyone?

Photos by Gorm Larsen

Kris gets a rough lesson in mob hysteria



Helen Kaulbach

My daughter, Kris, and I went to a boxing day sale last Wednesday night and she got her first good look at mob behavior. A certain ladies wear store had advertised specials every hour and Kris was interested in the 7 p.m. special, suede jackets for \$9.

We arrived at ten minutes to seven

and gearing up for the sale had already begun. The script and acting were as finely honed as any theatre production as the announcer built up the hysteria, timed to erupt at exactly 7 p.m.

"Ev-re-body come to the second floor. We have the most bee-uu-tee-ful suede jackets for only \$9 some of them were \$60 and more and all are worth over \$40 certainly more than the sale price of only \$9. Sale price? Did I say sale price? Folks, this is not a sale price, it's a give-away price and you have only seven more minutes to gather here on the second floor before we bring out the jackets."

By this time the crowds, including us, were streaming onto the second floor and crowding around the announcer who sat, microphone in hand, on one of the counters.

"Don't crowd too close folks. You people in the back will have just as good a chance to get one of these bee-uu-tee-ful suede jackets for only nine dollars. Don't worry back there, you'll get yours in only five minutes from now."

With only two minutes before sale time, Kris couldn't hold back any longer, so I held her coat and purse and she waded into the action.

On the stroke of 7 pandemonium broke out. Instead of wheeling out a rack of jackets, two people stood on the counters and started throwing the jackets. They actually rolled them into balls and pitched them into the crowd. Hands reached up to grab them, people pushed and shoved, some jackets landed on the floor and got walked on and scuffed in the dirt before they were rescued. Kris got

shoved by someone and bumped her head on a coat rack. A woman grabbed at a jacket and missed and raked her nails across Kris' hand. Kris emerged from the crowd battered, bloody and bewildered and still with no jacket. Meanwhile store photographers were up on the counters photographing it all.

Most people who had jackets were hugging them tight, but one woman was holding hers out in front of her. Interpreting this body language to mean she didn't want it, I approached her and she shoved the jacket at me. Kris tried it on but it was a little too big. A woman who was watching her try it on came charging over and tried to grab the jacket from her, saying that it didn't fit so she couldn't possibly want it. But Kris wouldn't part with it, figuring it would be

easier to get another if she had something to trade.

Using the same body language technique as before, we found someone else who had a jacket they didn't want. The same woman who had tried to grab the jacket before had been following Kris and when she got the second jacket made another snatch at it. But Kris still wasn't letting go until she had tried on the second one. The second jacket fit and while Kris was still looking in the mirror the woman who had been following her grabbed the other jacket and went off to the cash, without even trying it on.

So Kris had a successful shopping trip. She got a bruise on her head, a scratch on the back of her hand, a \$50 suede jacket for \$9 and a first hand lesson in the psychology of mob behavior.

Burnhamthorpe library shows work printed in Mississauga

Everything you ever wanted to know about printing in Mississauga — and perhaps even a little more — will be on view at Burnhamthorpe library starting today.

'Printed in Mississauga' is a showcase for local printers, giving the public a wide-lens view of newspapers, pamphlets, advertising and a variety of other print-work produced

in Mississauga. Burnhamthorpe library is located at Dixie and Burnhamthorpe. The show will be on view until Jan. 29.

Talk on disarmament

The Unitarian Congregation of South Peel, 84 South Service Rd., presents Dr. Norman Alcock at 10:30 a.m., Jan. 7 speaking about the future prospects for disarmament.

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SECOND MISSISSAUGA HOSPITAL

At the suggestion of the Minister of Health for the Province of Ontario, The Honourable Dennis Timbrell, a Steering Committee has been established for the purpose of recommending to the Provisional Hospital Board the need for a second hospital in Mississauga, to be located at Erin Mills Parkway and Eglinton Avenue. Recommendations on the following matters have been requested of the Steering Committee:

- 1) The number of members to form the initial Hospital Board;
- 2) The names of candidates to serve as the Charter Members of the Hospital Board; and
- 3) The name of the proposed Hospital.

Any person interested in serving as a Charter Member of the proposed Board is invited to indicate his or her interest to the undersigned, not later than the 17th day of January, 1979.

A resume from any interested person should include any items believed to be helpful to the Steering Committee.

Please note that indication of interest in serving will not be entertained after the above date.

Louis H. Parsons,
Chairman, Steering Committee,
c/o The Regional Municipality of Peel,
150 Central Park Drive,
Bramalea, Ontario. L6T 2V1

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