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Here's the Scoop has some insider information for our readers. "Such a Deal", located at 400 Main Street North in Airdrie, is having a Quarter Million Dollar inventory clearance. Everything is on sale for considerably less than retail prices in the main stream grocery stores. Now on top of that folks, if you mention the Scoop, you will receive an additional 10% off of all orders exceeding \$50, and if your order exceeds \$100, that will be increased to 15% off of your entire order (Including drastically reduced inventory). What a great way to fill your cupboards and refrigerator for cheap, Cheap, CHEAP!!!! With the additional discount, you could save as much as 75% on some items. The clearance sale will run Friday, October 20th, through Sunday October 22nd. See pg. 10 for more information on Such A Deal!

THE ATHEIST AND THE BEAR

~Submitted By: Leah~

An atheist was taking a walk through the woods. "What majestic trees! What powerful rivers! What beautiful animals!" he said to himself. As he continued, he saw a 7 foot grizzly charging towards him. He ran as fast as he could up the path. Looking over his shoulder, he saw that the bear was closing in on him. His heart was pumping frantically and he tried to run even faster. He tripped and fell on the ground. He rolled over to pick himself up but saw the bear raising his paw to take a swipe at him. At that instant the atheist cried out: "Oh my God!..." Time stopped. The bear froze. The forest was silent.

It was then that a bright light shone upon the man and a voice came out of the sky saying: "You deny my existence for all of these years, teach others I don't exist and even credit creation to a cosmic accident. Do you expect me to help you out of this predicament? Am I to count you as a believer?"

The atheist looked directly into the light. "It would be hypocritical of me to suddenly ask you to treat me as a Christian now, but perhaps, could you make the BEAR a Christian?"

"Very well," said the voice.

The light went out, and the sounds of the forest resumed. And then the bear lowered his paw, bowed his head and spoke: "Lord, bless this food which I am about to receive and for which I am truly thankful, Amen."

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LETTER FROM THE EDITOR

GROWING PAINS

By Lois Jones

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So, I'm out with a friend a few weeks back, sitting in a local restaurant enjoying being away from work, husband and kids. If my meal never came, I wouldn't care. I, however, was not the norm. Patrons were getting nastier and nastier as the lunch hour progressed. The new waitress was getting orders mixed up and then, when she got the right table, the cook had mixed things up. I smiled, and thanked my waitress for the delicious toasted western sandwich all the while giggling, wondering who got my Reuben sandwich. After we left the restaurant, I had to do some errands. Off I go to one of our local stores, only to find myself stuck in a line up from here to Crossfield. The cashier, being new and the only one on at this time of the day, was at the brunt of some pretty cranky shoppers. I tried to zone myself out, thinking up slogans or one liners for my advertisers. It's hard to get inspired when you're surrounded by huffy breaths, sighs, moans, and groans about how this shopping experience is ruining their day.

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Well, I got my goods and I head for home. I need to phone an electrician and contractor. Not a big deal right??? Yeah... Hard to find a tradesperson that isn't booked up until December. Well geesh! Look at the time! I best get supper going. Kids came home from school and we shared our days. I spent the entire day having lunch, buying an electrical power bar, and looking for a

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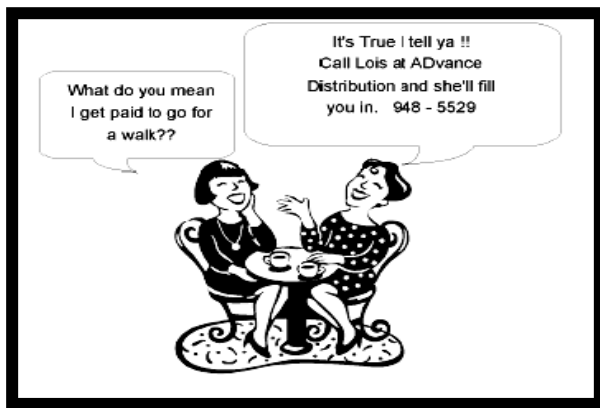
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**CHECK OUT
PAGES 25 - 30
FOR THE NEW
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contractor. I don't think there is a course offered on this kind of time management!

Tomorrow is another day right? First off, I need to bag 450 flyers because we are short on personnel for some of our routes. Then I need to get ready to deliver these when the kids are out of school. And that's when I clued in about my events the day before. That restaurant wasn't short staffed, they had inexperienced staff. The store I shopped at was worse off, they were short staffed and the only staff they did have was inexperienced. And our trades people ... there are only so many hours in a day and they are usually only a one person operation. Most of the ones I spoke with are subcontracted to builders. Guaranteed hours and income they said. Can't blame them. Everywhere we go in town it's the same old song and dance. "Looking to Hire"... "Help Wanted"... "Now Hiring Apply Within"... Sounds all too familiar, even in our own business. I don't know what the solution to the problem is but I do know that, as a small business, people are not very forgiving. We have all experienced poor service at the bigger retail outlets but, for some reason, we accept it. However, I have noticed that small businesses are not as easily forgiven. It seems like they are always under scrutiny. I've been in shops when I've heard customers threaten to take their business elsewhere because of lack of product, service, or hours. If it wasn't for small businesses building a base for larger stores to draw on, there would never be any growth. As a small business owner myself, I really must say that this growth spurt Alberta is going through is definitely causing some altercations. We all need to be a little more patient. Take a deep breath and just go with the flow.

Continued on page 8...

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A man and a friend are playing golf one day at their local golf course. One of the guys is about to chip onto the green when he sees a long funeral procession on the road next to the course. He stops in mid-swing, takes off his golf cap, closes his eyes, and bows down in prayer. His friend says: "Wow, that is the most thoughtful and touching thing I have ever seen. You truly are a kind man." The man then replies: "Yeah, well we were married 35 years."

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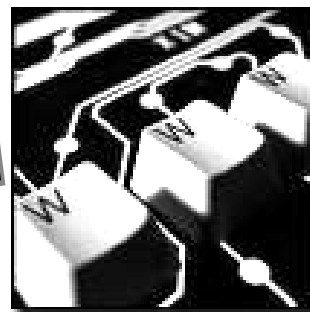
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GROWING PAINS

Continued From Page 7 ... By Lois Jones

In honour of Small Business Week, I'd just like to send out kudos. From one business owner to the others.... Thank you for all that you do for the betterment of this community. Congratulations to all the Winning Edge Award nominees. It is such an honour to be nominated but, in an economy like what we are currently experiencing, I'm sure I can't be the only one that is suffering from burn out. It's hard to keep up. However, to be acknowledged for your efforts and accomplishments is truly a reward in itself. I know you hear me preach "shop local" all the time but, these fine business owners are people just like you and me. We aren't sitting in a plush office with huge corporations backing us. We aren't sailing the Rivera, or skiing the Alps. We are entrepreneurs with goals, ambitions and passions for the occupations we've chosen, and we thank you for your support.

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