The articles reproduced below are not news stories. They are pre-fabricated advertisements in which only the business names have been changed— as you can see by comparing those at left with those at right. They are called...

**ADVERTORIALS**

A handful of Portland businesses make millions selling these misleading ads throughout New England, New York and New Jersey as well as right here at home. See page 6.
Dr. D. OKs S.D.
Less smell, more acid
If true folks in the forest should never smell the acid rain that could be a hazardous problem, but it may be a good smell to be the forest. We used to know what the Oregon's woods were, because of the accompanying smell. "We used to know when the windchime's wholish," the saying goes. Plant's SO2 emissions are still well within limits set by the Oregon State Highway Commission and the state standards may be met, and they may be met to be the state. People are going to change that, it's going to be the test of the future.

and white processing and printing

I's only testing it up to the company in keep a low profile if we're going to change the state. The final product is less well than the state. The final product is a must be done by the legislators.

The point is you aren't going to be able to draft legislation.

Dr. D. OKs S.D.
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If true folks in the forest should never smell the acid rain that could be a hazardous problem, but it may be a good smell to be the forest. We used to know what the Oregon's woods were, because of the accompanying smell. "We used to know when the windchime's wholish," the saying goes. Plant's SO2 emissions are still well within limits set by the Oregon State Highway Commission and the state standards may be met, and they may be met to be the state. People are going to change that, it's going to be the test of the future.

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The point is you aren't going to be able to draft legislation.
THE SIX-FOOT WOODEN WALL WAS ORIGINALLY CONSTRUCTED FOR THE TOWN TO BE USED AS A TRAINING WALL FOR THE TOWN'S K-9 POLICE DOG. THE WALL WAS UNSTABLE AND ON THE DAY OF THE TESTING THERE WAS NO SAFETY EQUIPMENT..."
To print or not to print?

Some newspapers accept this sort of advertising while others don't. The Business Review appears as numbered pages in the Wide Guide with no indication that it is an advertising section. "We keep meaning to put that in," advertising manager Marilyn Durant sighs. She points out that this line appears at the top of each page:

"Business Review, states, 'I choose companies I'm familiar with that we have with that particular company is what they tell us. We don't want people to think it's our own..."

The Portland Press-Herald accepts business review advertising, but the Maine Times doesn't, because publisher Anna Gillis, "We learned from the past that it does confuse people. We don't want people to think it's our own..."

The Portland Herald runs these reviews, a sales representative who handles one such account says, "They're a paid advertiser and are treated as such."

Their competitor the Boston Globe doesn't run them. "The word 'review' doesn't mean what it means in, say, a restaurant review," says an area restaurant editor. "It means the first business called that number appears..."

'...because of the lawsuit number. Not at the top of each page:"

Leon is handed a bunch of phone book clippings of businesses in the main state city he's calling today. "Some have cut out that city's yellow pages and sorted the ads by business name, but a lot of these companies have no scruples or don't care about being professional or pleasing the customers," says..."

Meanwhile Langadas at Foster's is a bit more..."I wasn't working for the others I wouldn't be proud of what I'm..."

When people left to start their own companies, they took personal injury suits against the current owners of the newspapers. Langadas explains the selection process is merely one of calling companies in the phone book and finding out if any companies in the area have a bad credit..."I was working for the others I wouldn't be proud of what I'm..."

"We do that,' he says, "I choose companies I'm familiar with that we have with that particular company is what they tell us. We don't want people to think it's our own..."

"We need to do that," he says, "We don't want people to think it's our own..."

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Call and spirit. can be well. to the body, mind of hands, is a natural healing Reiki send the message, "You now has an office at 51 Bridge Rclki sessions of class and pool time, you're ready for open water. Don Labbe, Reiki practitioner. And diving is fun to learn, and after just a few Most divers have never seen a shark. And those who have took great pictures. You don't have to be strong or even a great swimmer to scuba dive. It costs very little to start about the same as tennis. And for those who become fully Involved, diving cost are similar to those of snow

since 4-8pm on Mon., Wed., Fri. and on Tues. Reiki is a form of laying

It's not our idea to fool anybody. It's just a different way of advertising," says O'Brien. The idea is that because the ads look like news stories, no one will notice that they are actually ads.

David Perkins, associate creative director at The New England Group, which represents the trade agency that wouldn't recommend that a client use an adversarial style ad.

These advertisers appear on page 44. The ads are a mix of very large ads, such as those run by a large advertising agency for a large company, and much smaller ads, such as those run by small businesses.

If the dry cleaner observers that buying a display ad directly from the newspaper would actually cost less. Leon reads, "Now the review is more than just an ad. It's an actual adversarial recommendation, and that's terrific!"

Langadas makes this comparison between display advertising and an adversarial. An adversarial is like buying a book direct to the reader's Table that's prepared for you for $20. A display ads is like buying the same book at $20 for $10 and preparing it differently.

It isn't really all that different from the advertising/news relationship that exists at many publications. As Perkins points out, many business periodicals and digns will write an article about the advertiser, "as a perk for buying space." Perkins wrote an article about his advertising company for Maine Enterprise because the agency had bought a full-page newsletter/magazine advertising run.

The adversarial content of a publish is often advertising driven rather than adversarial. Perkins says that these new review companies sound like they are in advertising agencies, too. So the advertiser is guaranteed a profile along with the ad.

Langadas points out that along with providing an advertising service to small businesses the industry brings in millions of dollars annually because the ad agency had bought a full page ad in the magazine's next weeklies. Business and Professional Profiles has appeared in the next weeklies. Business and Professional Profiles shows up about 100 to 100 papers annually. "We don't suffer for business," proclaims Langadas.

There's no need to and the number of companies that will buy a good adversary from The New England Group and for the same amount.

Business and Professional Profiles puts up 30 to 40 times a year in nine states. Business Professional Review appears in 100 to 100 papers annually. "We don't suffer for business," proclaims Langadas.

There are three types and he says what was printed wasn't what was read to him over the phone. And Co-Proprietor at The Baker's Table that's prepared for you for $20. A display ad was delivered camera-ready to the newspaper. When the paper

There's a lot of money in this. Business and Professional Profiles alone averages $3,000 a week and made over $60,000 in its first year in business. Says Business Review "All over the phone," he says about the same. "I have to have it's a way of money." Marmette at Port Star Productions considers that he made a mistake in advertising in The Business Review. He didn't even know it was an ad and until the phone mentioned the item involved. He didn't remember specifically saying yes to the ad and then a collector showed up with a copy of the paper and wanted a check.

One of the partners at Business and Professional Profiles points to their 90% collection rate and says that advertisers know it was an ad until the phoner mentioned the fees involved. It's just a different way of keeping track of the business. Despite the fact that they mis-

Leon goes on to chiropractors or auto mechanics or photographers and continues calling. Selling the newspaper would actually cost less, Leon reads, "Now the review is more than just an ad. It's an actual adversarial recommendation, and that's terrific!"

Some businesses advertise repeatedly which business review companies make their money by marking up the ad space. O'Brien says Business Profiles Review makes a few cents on each ad and that advertisers are getting driven rather than editorial driven. Perkins says that the advertisers are getting driven rather than the editorial. Readers will say, "I haven't seen a newspaper that doesn't have an ad in it."

The ads Leon and his fellow phoners sell will be typeset and delivered camera-ready to the newspaper. When the paper

Because... Bears Last Forever

Why send that special someone something that lasts only a few days, instead, send a personalized stuffed animal from MENAGERIE EXPRESS.

• Over 200 species to choose from
• From $25-65
• Mylar and latex balloons, bag and gift card included FREE
• Free delivery from Portsmouth to Augusta daily
• VISA/Mastercard, personal check accepted
• NEW LOCATION OPENING SOON at 649 Forest Ave.

MENAGERIE EXPRESS
874-0777

NO DEAD FLOWERS

FISHERMAN'S PLATTER
• Haddock • shrimp • clams
served with french fries and cole slaw

YOUR CHOICE

$4.95

LOBSTER ROLL
served with chips and pickle

DINNER SPECIALS Served 7 Days 11AM to 4PM

BOILED LOBSTER AND DINNER
served with lemon and drawn butter, potato or pasta and salad

YOUR CHOICE

$9.95

SIRLOIN STEAK DINNER
served with potato or pasta and salad

All major credit cards accepted

FISHERMAN'S NET
WILLARD JAGGETT
FISH CO., INC.
One step from the factory... Starting September 3rd
Lucky Size Boot Sale $5 to 6 1/2 and 10 to 13
Now $5 on selected styles

Revelations
20 Bow Street, Freeport 865-6161
Major credit cards accepted
Hours: Sun. 11:30-9 Mon-Sat. 10-9.30

...a big step towards savings
Taj Mahal plays at Raino's. Times have certainly changed since Taj’s hit “It Ain’t Nobody’s Business But My Own.” Nowadays, everyone has something to say about how they spend your free time. We can only suggest that you head out Forest Avenue to see Taj tonight. It will be a good show. But remember, it can’t none of this business about you do.

Labor Day weekend kicks off at Thomas Point Beach in Brunswick. The 50th Annual Bluegrass Festival is scheduled for Saturday and Sunday. Bill Murray Headline Vantage for the 4th. We just need something to write about on Sunday. The whole show, including camping, will cost you $45. There are two bands scheduled to play. If you want only one day of bluegrass, tickets for Friday and Saturday are $45 and tickets are $60 for Sunday or Sunday for more information, call 725-0909.

Vantage ‘91: The Vantage Art Museum is offering an information packed session on successful early fall trolling strategies and techniques, gear, and tackle, and places to go. Tonight, 7:30-9 pm at the L.L. Bean, Coastal Street. Conference Center, located off Route 1 in Freeport. Free.

Sailing for women today on Sebasco Lake. The day has been planned by Women Outdoors. There will be a beginner’s instruction and mini-lessons. Bring lunch. Reservations are necessary. Call 885-5653 or 885-3551. Sailing rental is about $30. Activity charges above this are $50 for non-members.

Best art show title of the week. – Vantage Points: Images from a Much Too Tall White Woman. – Artist Rebecca Wolff-Gaffner will show her paintings and drawings at the Portland Publishing Arts. The works in a variety of media that includes oil, charcoal and pastels. The “Vantage Points” portion explores several themes in opposition: the permanence versus the organic, color work.

SUN 9 Of course, in the time to do it. the fish are jumping; saltfish, trout and salmon. L.L. Bean is offering an information packed session on successful early fall trolling strategies and techniques, gear, and tackle, and places to go. Tonight, 7:30-9 pm at the L.L. Bean, Coastal Street. Conference Center, located off Route 1 in Freeport. Free.

On Labor Day weekend kicks off at Thomas Point Beach in Brunswick. The 50th Annual Bluegrass Festival is scheduled for Saturday and Sunday. Bill Murray Headline Vantage for the 4th. We just need something to write about on Sunday. The whole show, including camping, will cost you $45. There are two bands scheduled to play. If you want only one day of bluegrass, tickets for Friday and Saturday are $45 and tickets are $60 for Sunday or Sunday for more information, call 725-0909.

Dance party tonight at the Portland Performing Arts Center. Afterwards, there’s a benefit party for the Portland’s Symphony. The fun begins at 5 pm. $5 donation requested.

This fall, the Portland Museum of Art is offering an information packed session on successful early fall trolling strategies and techniques, gear, and tackle, and places to go. Tonight, 7:30-9 pm at the L.L. Bean, Coastal Street. Conference Center, located off Route 1 in Freeport. Free.

With so much Cajun music in town these days, you would think Portland had been incorporated into the state of Louisiana. Another Cajun great D.L. Menard and his Louisiana Ace perform tonight at the Portland Performing Arts Center. Menard has composed hundreds of songs, including “The Buck Door,” which is said to be Louisiana’s theme song. (Ever wonder what Maine’s theme song might be?) Opening for Menard is the Maine Cajun Ensemble. Cacique is from Bavenden, Maine and is one of the official French-Cajun style button accordion bands in the state. Showtime is 8 pm. Tickets are $11.

After a tour of the Louisiana bayous, take a trip to Africa with the sounds of Mamou Tangue. Mamou Tangue is comprised of both African and American musicians who fuse the sounds of Africa with jazz. Mamou Tangue plays “Waterford Flat,” one of the best preserved 17th century villages. After lunch at the Lake House Inn in Waterford, the tour will continue to Belfast, a town known for its natural beauty, culture, and high number of fine 18th and 19th century buildings. The tour costs $35 per person. For more information, call Landmarks at 774-5561.

The fun begins at 5 pm. $5 donation requested.

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The fate of Raoul's, a beloved downtown Portland restaurant, has been captured by terrorists.

Bambi is back for the summer.

Betrayed Costa Gavras ('Missing') displays a boy set loose in a man's body, perfectly. Also starring plays an alcoholic addict who stays off the trade and Cruise makes his way to the Illinois SUPREMACHIST in middle America.

A 12-year-old with lots of it. This week over his popular "Raoul's" has given away money for their defense fund.

But the release of her excellent debut in June at Toronto's Mariposa Festival, and whatever it is that brings Chapman to the world's notice.

Her unsentimental poise stem from a mixture of Chapman's, a black artist with gospel roots, a folky sound, and whatever it is that brings Chapman to the world's notice.

Chapman's, a black artist with gospel roots, a folky sound, and whatever it is that brings Chapman to the world's notice.
**CONSTRUCTIVE SOLUTIONS...**

**DEBORAH RAPINE**

**GENERAL CONTRACTOR**

**NEW HOMES, REMODELING, ADDITIONS, KITCHENS, BATHS, FINE WOODWORKING.**

**FREE ESTIMATES FOR ALL PROJECTS!**

**PROFESSIONAL, CAREFUL, APPLICATION & DESIGN**

**CAPE COD BUILDING PERMIT AVAILABLE FOR CASH/CHECK/PAYROLL**

**FREE TOLL FREE PHONE FOR MORE INFORMATION!**

**401-543-5454**

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**Catamaran Cruises on Casco Bay**

**September is Maine's best sailing month!**

Enjoy a week-long sail on the 90' catamaran **Mystique**, with Captain Bill Mackey. **Mystique** is the black hull version of a proven blue water boat, designed by the late Stephen R. Searle. **Mystique** is an ideal boat for company outings and private parties. Call 772-7884 today for more information.

**$3 off**

**$3 off**

**WINK!**

---

**ALBERTAS**

**Alberta's reports that**

"...with restaurants like these, who wants to eat anywhere else?" **Find out why today!**

**Call 207-598**

---

**Pumping iron**

To the perfectly, Junior has always considered picking up weights a form of meditation. Last week, he got a reprimand for picking up one's own two weights and the juvenile did not engage in any other weightlifting activity, which became absolutely necessary.

In the old days, weight rooms included a cramped area of body building/hulking with a 3-inch wall in a poorly ventilated, dusty, and rife with the usual aroma of sweat and personal odors. It is now a long way away! During the past week, I had the privilege of visiting the weight room of a major university. The room is spacious, with walls 10 feet on a side and equipped with a full range of weight equipment. The absence of sweat and the usual aroma is a pleasant change.

Starting downtown, in the Old Town, you can avoid all this by getting a good workout at the **Yale Health Center**. The room is large, with free weights, a plate-loaded machine, and a variety of other equipment. The absence of sweat and the usual aroma is a pleasant change.

---

**There are worse evils...**

**Photography Service for Amateurs & Professionals**

**3-Hour Black & White Processing**

Custom Enlarging

120 & 220 Developing

**60 MINUTE PHOTO INC.**

---

**Back to School Special**

**10% off**

**with this ad**

**Deadline, Sept 1.**

For more information, call Greg or Kathy Sandora at 772-576. Available here will be one hundred workstations, two mechanical design equipment, and a variety of fine weights, benches, and other equipment.

---

**In the old days, weight rooms**

In the old days, weight rooms included a cramped area of body building/hulking with a 3-inch wall in a poorly ventilated, dusty, and rife with the usual aroma of sweat and personal odors. It is now a long way away! During the past week, I had the privilege of visiting the weight room of a major university. The room is spacious, with walls 10 feet on a side and equipped with a full range of weight equipment. The absence of sweat and the usual aroma is a pleasant change.

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**5$0 OFF PURCHASE OF $50.00 OR MORE**

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**ON THE WALL**

**Portland Museum of Art**

**Maine Art: A New Perspective at the Hobe Gallery, Portland.**

**Teresa Melcher's egg tempera paintings by John Melcher**

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**Fall at the Portland Museum of Art**

**Current Exhibits**

**Vantage Points by Michael Zinman**

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**ISSUES**

**New York by Frederick Lyn on in the Old Days, weight rooms**

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**THERE ARE WORSE EVILS...**

**Pumping iron**

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**Your yogurt center begins**

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**Your yogurt center begins**
If it seems Casso Bay Weekly's everywhere these days, it's probably because we are.

Not only have we increased our circulation to 16,000 papers each week, but we've also added Portland to our distribution area. In Portland you can find us at the Portland Inn & Cafe, the Bluebird Inn, White Star, Rocky Mountain Sports and Food, The Cafe, the Portland Antiques Mall. And in Brunswick we're at Days & Night, the Tomato Inn. The new weekly will be available at any of the 60 places we have available already. Look to Casso Bay Weekly -- the powerful alternative.

Lunch with Gritty's & Save a Buck!

Gritty's serves a great lunch. A lunch that's quick, tasty and won't send you running to the bank. Our lunch menu is as diverse as it is nutritious: soups, salads, sandwiches and other traditional British fare. Come on in, lunch is ready anytime!

Laser videodiscs make up for many of the flaws without sucking you dry. The laser videodisc is a new technology that offers movie fans features that they will never see. The laser is closer than you think.

Videodisc

The beginning

In the early 1980s when there were two videodisc systems vying for attention, few people cared much about the laser disc. More important, manufacturers who were catering to an electronics-hungry public were toying with the latest ideas. The future seemed bright. But even then it was clear that at some point a laser disc would be introduced. It was an inevitability that laser was the way to go.

The laser videodisc was the most logical way to bring the technology to the market. It was not only the experience of the system -- the high fidelity, the color, the all-around entertainment value -- that made the laser disc the natural choice, but also the fact that it was a natural evolution of the existing technology. The laser was not only the only way to bring the technology to the market, but it was also the only way to bring the technology to the market.

Videodiscs catch on

But in 1983, when the first laser discs were released, the public was not ready. The first laser discs were not only expensive, but also not very good. But as the public became more familiar with the technology, the laser disc began to catch on. And as the laser disc began to catch on, the videodisc began to catch on. And as the videodisc began to catch on, the videodisc began to catch on.

What to watch for

There are approximately 4,000 titles in the videodisc library. A fraction of that is available on a regular basis. Two major distributors and manufacturers of laserdiscs are Pioneer Electronics, now the LaserDisc Corp. of America, and Pioneer Electronics, now the LaserDisc Corp. of America, and Pioneer Electronics, now the LaserDisc Corp. of America.

Martin Greenwald, president of Image, believes that lasers will be the computer technology for the 1990s and has put his money where his mouth is. It is more than just a feint. It is more than just a feint. Better software is already available. The first combination CD and laser videodisc player. It is not only played CDs, but also 8 and 12-inch laser discs.

The new 40 million laser discs that have been sold in the United States. There are 50 million laser discs already in use, and expect the next year to go over the million mark by the end of 1983. And all of that laser videodisc has finally arrived.

Films on videodiscs

The ever-growing "Citation Collection" is now available on videodisc. The films are carefully selected for their quality and value.

What does it work?

The fact that videodiscs are produced by the same companies that make videocassettes makes them a natural choice for the videocassette audience. But the fact that videodiscs are produced by the same companies that make videocassettes makes them a natural choice for the videocassette audience.

There are also more affordable laser discs available on a regular basis. The two major distributors and manufacturers of laserdiscs are Pioneer Electronics, now the LaserDisc Corp. of America, and Pioneer Electronics, now the LaserDisc Corp. of America, and Pioneer Electronics, now the LaserDisc Corp. of America.

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FREE Finder: TEXAS IS WANTING (by Carol Sanger) 773-9583

WANTED: Moving and舞蹈 too.

Randy, John's only son, will perform after 5 pm.

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Richard Nest, T.B. of the RIDE.

WORK. That's what it is.

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parties

furniture

appointments

service.

CLASSIFIED POLICY

Deadline is Wednesday. Office closes at 8:00 pm Wednesdays.

You shall not be allowed to write more than one prize in a four-week span.

The illustration at the right includes entries for this week's Real Estate section.

1. ____________________ __

2. ____________________ __

1. ________________

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At the conclusion of the month, all winners will be chosen by a random "SUNDAY" drawing.

A week's worth of ROLFING is only $7 a week.

Asking a systems specialist with more than one prize in a four-week span.

Rola Kit, $7 a week.

The well-known activist, Caroline, whose works have been translated into several languages.

Asking $35 PER HOUR

The well-known activist, Caroline, whose works have been translated into several languages.

Asking $35 PER HOUR

For Johnny Cash.

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Announcing...

6th Anniversary Sale
Now thru September 6
our anniversary savings under the BIG TOP include:

DON'T MAKE PLANS FOR THE WEEKEND UNTIL YOU READ ALL ABOUT THE CELEBRATION GOING ON AT PIER 1 IMPORTS.

Assorted Buri Collection
King Chair reg. $29.99
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Rugs 20% off Selected styles
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SALE $24.88
SALE $24.88

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Pier 1's entire collection of baskets and hampers are on sale thru Sept. 6. Collection includes bamboo, rattan, and willow baskets. Be sure to save during our Anniversary Sale Celebration.

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