

Planning A Move in 2018? Call Jay First!

**JAY AGASSIZ**  
PERSONAL REAL ESTATE CORPORATION

HOMELIFE  
MOSIR  
Salmon Arm  
REALTY.COM

250.833.8284

# TIDBITS®

**First Class TRANSMISSION & AUTO CARE**

First Class Service - Everytime!

250-833-1889

2560 TCH, Salmon Arm BC

firstklasstransmission.com

Display until Jan 18, 2018

The **Neatest** Little Paper Ever Read®

Issue #00378

**RICHARD'S PICK OF THE WEEK**

2014 Toyota Sienna  
3.5L, 6cyl, 6 sp auto,  
front wheel drive,  
67,809 km's

**NOW ONLY \$29,895**

\$220 Bi-Weekly over 84 months  
@ 6.77% with \$2000 down

Stock#467762p

2350 Trans Canada Hwy NE  
Salmon Arm B.C. DL#30465  
250-832-9433

**HILLTOP**  
www.hilltoptoyota.net

## Don't Be Left Out in the SNOW

No Job Too Big or Small  
**Call Larry 250-463-3775**

Tappen, White Lake, Notch Hill,  
Blind Bay, Sorrento & Area

**LITTLE MOUNTAIN Electric**

Family Owned & Operated.  
Servicing the Shuswap,  
Okanagan & Surrounding Areas

**SPECIALIZING IN RESIDENTIAL, COMMERCIAL, SOLAR, RENOVATIONS & NEW CONSTRUCTION**

250-253-4486

We are fully licensed, bonded & insured for your peace of mind and protection

WITH OVER 14 YEARS OF EXPERIENCE WE ARE CONFIDENT WE CAN FULFILL ANY AND ALL OF YOUR ELECTRICAL NEEDS.

**Please check us out on Facebook and at www.littlemountainelectric.com**

- High Quality Materials • Affordable Prices
- Satisfaction Guaranteed

**GAME DAY SPECIAL!**

2 minutes from the arena

**Yans RESTAURANT**

www.yans.ca  
880-21st St. NE  
250.832.3007

**Game Day Meal Deal**

Present your 'Backs hockey game day ticket and receive **10% off** your meal

TIDBITS® REMEMBERS  
**GIVE-AWAYS that GOT AWAY**  
by Janet Spencer

Come along with Tidbits as we recall promotions that somehow went horribly awry.

### THE RAINY SEASON

- In the fall of 2010, the British firm that sells Walker's Potato Chips launched a new promotion: Predict where it's going to rain, and win £10 (about \$16).
- Consumers bought potato chips for 40 pence (about 65 cents), got a code, went to the website, and used the code to log into a grid containing 21,000 squares. They had two chances to pick a square. Those two squares became exclusively theirs for a three-hour time slot. If at least millimeter of rain fell there within the time slot, they won £10.
- Great Britain is an extremely rainy place, and autumn is the rainiest season. On average, rain falls in Great Britain on 154 days out of the year. Furthermore, players had full access to current weather reports and satellite maps to help them pick the best squares on the grid.
- Players stood to rake in a 25-fold return, with statisticians putting the odds of winning at one in eight. Somebody did the math and figured out that statistically, for every £3 worth of chips Walkers sold, they were paying out £10 in prize money. Finally, during an extremely rainy week when they were set to lose over £1 million, the website mysteriously went down.

turn the page for more

**Want to run your own business?**

Publish a paper in your area, and become a part of the **TIDBITS** family.

Make a difference in your community today.

1.866.859.0609  
www.tidbitscanada.com

**BAYFIELD MORTGAGE**

3.24 %  
5 Year Closed

Specializing In First Time Buyers

**Pre-Qualify Today!**

Call or Text 250-515-3838  
tim.bayfield@shaw.ca  
181 Hudson Ave Salmon Arm

Available Weekends & Evenings  
www.discovermortgage.ca

**First Class TRANSMISSION & AUTO CARE**

First Class Service - Everytime!

250-833-1889

2560 TCH, Salmon Arm BC

firstklasstransmission.com

Debt Restructuring Consultants  
Licensed Insolvency Trustee

**Life AFTER DEBT**

ABAKHAN & Associates Inc.

FREE CONSULTATION | 1-888-333-2922

**CUT YOUR DEBT BY UP TO 80%**

- NO Interest
- AFFORDABLE Payment Terms
- STOP Creditor Calls
- GET a Fresh Start

Leah Crawford  
Branch Manager

**GOOD PEOPLE TO KNOW IN TIMES OF TROUBLE**

Vernon Office: 2900 - 31st Ave. Non-resident trustee  
Head Office: 71120 - 625 Howe St., Vancouver  
www.abakhan.com

**Mascon**  
Your connection to the world

High Speed Internet

- The Shuswap's -  
**LARGEST & FASTEST**

• Seasonal Service • No Contracts

1 (866) 832-6020 mascon.ca

**Pedro's Farm & Garden Market**

**Your #1 Stop For Fresh Fruit & Produce**

We Also Carry.....

Bakery & Bistro  
Serving Soups & Paninis

Fresh Fruit Pies  
Made From Scratch

Locally Sourced Dairy & Deli

Premium Quality Animal Feed Store

Trans Canada Hwy, Salmon Arm, BC  
250-832-4919 • 8am-6pm 7 days a week

**A MILLION VACUUM CLEANERS**

- In the early 1990s, sales of Hoover vacuum cleaners and washing machines were flagging in Great Britain. The company decided to boost sales by offering a promotion: If you spent at least £100 on a Hoover product, they would give you a coupon for two free round-trip air flights to Europe. The company anticipated that people who received those coupons would fail to redeem them.
- The public flocked to buy products. The promotion was so successful that Hoover added two round-trip flights to the U.S. This was before cheap seats were readily available, and it didn't take folks long to figure out that it was worth buying a £100 vacuum in order to collect £600 worth of plane tickets.
- Hoover had to bring in extra workers who toiled round the clock to keep up with the sudden demand. Newlyweds getting married would receive half a dozen vacuums as wedding gifts from people who just wanted the tickets.
- But after buying the appliances, participants were not receiving the vouchers for the airfare. A prominent newspaper ran an article about it, giving the promotion more publicity. Sales of Hoover appliances jumped by tenfold.
- Hoover now realized they could never fulfill their promise, and that their expectation that consumers would forget to redeem their free plane tickets was unfounded. They weaseled, squirmed and invoked the fine print. A lawyer called for a class action suit and 80,000 responded. Over half a million people signed up for the free flights, but only a third of them ever received tickets. Even so, the fiasco ended up costing the company over £45 million (\$100 million in today's U.S. dollars).



**• Water Softeners**

**• Reverse Osmosis Systems**

**• FREE Water Testing**

**• UV Lights & Filters**

**Drinking Water Systems**



**Starting At  
\$499 Installed**

**Call 250-832-1816**

**www.h204u.ca**

**24 Hour Locations**

**ONLY \$2  
A FILL**

**Salmon Arm**  
121 C Shuswap St.  
(Blue Canoe Bakery)

2890 10th Ave N.E.  
(Domino's Pizza)

401-251 T.C.H.  
(Main Store)

**Sicamous**  
#3-444 Main Street  
(Happy Corkers)

**Grindrod**  
135-3rd Ave.  
(Mayberry Market)

**Enderby**  
904-George Street  
(Johnston Meier Ins.)

**Sorrento**  
1240 T.C.H.  
(That Damm Market)

**TIDBITS**  
presents

**TRIVIA NEWSFRONT**

1. This company was the first to redeem box tops for prizes.
2. This company was the first to offer a money-back guarantee if not completely satisfied.
3. This company was the first to use the phrase "new and improved."
4. This was the first company to do a direct-mail campaign.
5. This was the first company to offer a service contract for goods purchased.

- The damage to their reputation was so great that their entire European division was sold to a competitor shortly afterwards, and the Hoover factories in Britain closed down.
  - 800,000 BOTTLE CAPS**
  - In the 1990s in the Philippines, Coke was outselling Pepsi by a long shot: Coke had 75% of the market and Pepsi only 17%. To change this, Pepsi launched a promotion in 1992. Each bottle cap would be printed with a number and a prize. Most of the prizes were small, about 1,000 pesos (\$40). But the kicker was that at the end of the promotion, a number would be announced, and who ever had a bottle cap with that number on it would win 1 million pesos (about \$40,000 USD).
  - The contest was spectacularly successful and sales of Pepsi shot up 40%. Half of the country's population participated, an estimated 31 million citizens. But disaster struck at the end of the promotion when, with much fanfare and publicity, the winning number was announced: #349. There was supposed to be only one bottle cap with that number on it. Due to an unfortunate mix-up in communications, 800,000 players had a bottle cap with the winning number on it.
  - When Pepsi tried to backpedal, all hell broke loose. Nearly 40 delivery trucks were ruined, bombs were lobbed at their offices and factory, an innocent bystander was killed by an errant
- Continued pg.4**



**TIDBITS GOES LONG.....**

When Pepsi started a marketing campaign in Taiwan, the translation of the Pepsi slogan "Come Alive with the Pepsi Generation" came out as "Pepsi will bring your ancestors back from the dead."

- 
- \* Got a calendar that has wonderful picture but the dates from last year? Cut out the picture and have them laminated. You can use them as placemats for all kinds of things.
  - \* Here's a travel tip: Insert a tablet into a large plastic bag and hang it from the headrest to make the back seat a theater seat on road trips. If the middle seat is empty, make a slide-proof tray to keep snacks and other items corralled. At one end of a plastic bin (try a shower caddy from the dollar store!), cut slits through both bottom of sides, then thread the middle seat's lap belt through it. It should stay put!
  - \* "To make any photo a magnet for your fridge, simply glue it to those thin business magnets you get from time to time. There's always one for a law office on the front of my phone book. I just print out a picture and trim it to fit the magnet. Done!" -- T.D.

- \* Make a cup (or bottle) cozy by cutting the top and bottom off of an odd sock. It slips on, and the cup stands on its own. Slip water bottles into long socks to keep the condensation from affecting other items in your bag or backpack.
- \* "Freshen or dust stuffed animals by putting them through the dryer for 20 minutes. Secure small ones inside a pillow case for extra security. Add a couple of dryer balls and softener sheets if they are coming out of storage." -- O.S.
- \* Got a fitness resolution? You're not alone. Get a buddy so you can hold each other accountable. We are more likely to keep an exercise routine going if we have standing plans with others.



# Strange BUT TRUE

by Samantha Weaver

---  
\* It was German-born theoretical physicist Albert Einstein who made the following sage observation: "The hardest thing to understand is why we can understand anything at all."

\* If you're planning a trip to South Africa, you might want to keep in mind that there are 11 official languages there.

\* It is customary in India for those who celebrate Christmas to decorate a banana or mango tree -- evergreens being in rather short supply in most parts of south Asia.

\* Those who study such things say that a normal cat has 230 bones in its body, but it doesn't have a collarbone.

\* You've almost certainly heard people refer to the school they attended as their alma mater, but do you know where the term comes from? In Latin,

"alma mater" means "bounteous mother," and it was in the early 1800s that people began using it to designate their beloved schools.

\* Before horror author Stephen King became famous for novels such as "Carrie," "The Stand" and "The Shining," he wrote four novels and 60 short stories that failed to be accepted for publication.

\* Most lizards are harmless reptiles, but there are some that are known to be venomous. Rather than avoiding these rare creatures, however, there are some who seek them out for the very venom that makes them dangerous. It seems that there's a component to the venom that causes blood pressure to drop in humans, which could save thousands of lives.

\* It would seem that even powerful dictators can succumb to the pull of Hollywood. Il Duce, Benito Mussolini, was an extra in the film "The Eternal City," and Cuba's longtime dictator, Fidel Castro, had a bit part in a movie called "Holiday in Mexico."

\*\*\*  
*Thought for the Day: "If God created us in his own image, we have more than reciprocated." -- Voltaire*

(c) 2017 King Features Synd., Inc.

## Weekly Sudoku Puzzle Sponsored by



"Our Team Gets The Job Done"

Call (250) 832-8884 • www.sawindow.ca

### Weekly SUDOKU

by Linda Thistle

	6				9			8
		5	2					3
4				6		9		
		3			1			6
	1		7					2
2				3		4		
5			1			7		
	3			8				2
		7			6			9

Place a number in the empty boxes in such a way that each row across, each column down and each small 9-box square contains all of the numbers from one to nine.

DIFFICULTY THIS WEEK: ◆◆◆

◆ Moderate ◆◆ Challenging  
◆◆◆ HOO BOY!

© 2017 King Features Synd., Inc.

## King Crossword

### ACROSS

- 1 Possess
- 4 Hourglass fill
- 8 Frizzy hair-style
- 12 Witness
- 13 Bassoon's cousin
- 14 Applaud
- 15 Meadow
- 16 Supreme
- 18 Longtime talk-show legend
- 20 Supporting
- 21 Isinglass
- 24 Apprehensive feeling
- 28 Sunshades
- 32 Unmatched
- 33 Historic time
- 34 Sum
- 36 Tavern
- 37 Teen's facial woe
- 39 Archetype
- 41 Top
- 43 Take the bus
- 44 Knightly address
- 46 Interior design
- 50 Skydiver's need
- 55 Hearty brew
- 56 Oodles
- 57 Eastern potentate
- 58 Lemon meringue —
- 59 "Puttin' on

1	2	3		4	5	6	7		8	9	10	11
12				13					14			
15				16				17				
18			19				20					
			21		22	23		24		25	26	27
28	29	30					31		32			
33				34				35		36		
37			38		39				40			
41				42		43						
			44		45			46		47	48	49
50	51	52				53	54			55		
56					57					58		
59					60					61		

- the —"
- 60 Gorillas
- 61 Turf
- DOWN**
- 1 Scandinavian city
- 2 Cry
- 3 Approach
- 4 One whose reasoning is faulty
- 5 "The — Daba Honeymoon"
- 6 Neither mate
- 7 Unhearing
- 8 Oak nuts
- 9 Winter ailment
- 10 Operated
- 11 Make up your mind
- 17 Extinct bird
- 19 Doctors' org.
- 22 Hen pen
- 23 Sacrifice site
- 25 Asian desert
- 26 Metal refuse
- 27 Expression
- 28 Carrots' partners, often
- 29 St. Louis landmark
- 30 Hindu royal ...
- 31 ... and what she may wear
- 35 They counter-act chutes
- 38 Inferior substitute
- 40 Fourth letter
- 42 Twitch
- 45 Actress Perlman
- 47 Uppercase, for short
- 48 Hodgepodge
- 49 Need for 13-Across
- 50 Standard
- 51 "The Greatest"
- 52 Decay
- 53 Ref
- 54 Cravat

© 2017 King Features Synd., Inc.

## CARLYNE LEE COOKBOOKS



Carlyne Lee lives in the Shuswap and is Author of 15 Cookbooks. For more information or to purchase your own copies of her books you can phone 250-836-3181 or 1-877-812-3181

### GUMDROP COCONUT COOKIES

- 1 cup shortening
- 1 cup white sugar
- 1 cup brown sugar
- 2 very large or 4 small eggs
- 2 teaspoons vanilla
- 2 cups flour
- 1 teaspoon baking soda
- 1/2 teaspoon salt
- 1 1/2 cups rolled oats
- 1 1/2 cups coconut
- 1 cup sliced gumdrops

Cream and then beat the first five ingredients. Add the next three which has been sifted together. Fold in the last three. Bake at 350F on greased cookie sheets for about 12 minutes. I LOVE THESE! (This recipe is from my "COOKIES AND BARS" COOKBOOK available at Buckingham, Swan Lake, Mal-Mar, Painted Bird, DeMilles, Ross Creek General, Westwold, Village West etc.)

## CryptoQuip

This is a simple substitution cipher in which each letter used stands for another. If you think that X equals O, it will equal O throughout the puzzle. Solution is accomplished by trial and error.

Clue: E equals Z

ZGY LYXX-TNN BTKWAVG NATB  
OAWQHY AYWXUEYM ZGWZ GY  
LTHXM XUCY ZT TOYK W VEYVG  
CUKQ WVVTHKZ.

© 2017 King Features Synd., Inc.

CryptoQuip puzzles \$3.50 • 24 Volumes • Order at: rbmamall.com

grenade, over 22,000 "winners" filed suit, 5,200 criminal complaints were lodged against the company, and the company was sued for damages caused by the riots.

- Pepsi offered \$20 for each incorrect bottle cap, and about 500,000 accepted the goodwill offer. In 1993, the Philippines Department of Justice ruled there was no basis for criminal charges against Pepsi and dismissed all the criminal cases. In 2006, the Supreme Court of the Philippines cleared Pepsi of all criminal charges related to damages caused by the riots.
- In the end, Pepsi's budget of \$2 million in prize payouts burgeoned into over \$10 million in restitution and legal fees.

### OLYMPIC SNAFU

- In 1984, McDonalds had a new promotion: for every event the USA won in the summer Olympics held in Los Angeles, customers could get free food. If your scratch-off game piece showed the U.S. winning gold in a specific event, you won a Big Mac; silver got you fries; and bronze was worth a soft drink.
- McDonald's was using as its estimate the medals won during the last Summer Olympics in which the U.S. had participated, in 1976. In that year, the U.S. won 94 medals, and 34 were gold. The Soviets dominated with 125 medals. McDonalds expected the same thing in 1984. However, in 1984, Russia boycotted the Olympics, in a tit-for-tat maneuver since the U.S. had boycotted the 1980 Olympics held in Moscow.
- America dominated the games, winning 174 gold medals, with 83 of them being gold. McDonalds gave away a lot of free food and lost a great deal of money.

### RAILROADED

- Canada is celebrating its 150th birthday in 2017. To celebrate, VIA Rail, the major rail company in Canada, offered a promotion: people aged 12-28 could buy tickets for unlimited travel across Canada for only \$150 CAD. The normal price is about \$700. The tickets had to be used in the month of July, 2017. VIA originally offered an unlimited number of these dirt-cheap rail passes.



*Get Driving*  
START THE NEW YEAR OFF RIGHT

*Happy Holidays from*

**DIRECT DRIVE**  
Salmon Arm Driver Training  
**250 804-5472**  
[www.directdrivetraining.com](http://www.directdrivetraining.com)

**Sign up now for 2017 rates**

- Driver training for all ages
- Learner or refresher
- Road test preparation



• Obviously, they grossly underestimated the response. Two million people attempted to buy tickets, and within 48 hours VIA backpedaled on its "unlimited" claim and now stated that only 1,867 rail passes would be sold, since Canada was confederated in the year 1867. The backlash was wide and loud. Even though VIA relented and later offered 4,000 passes, which were sold out within moments of being offered, it was a public relations disaster for the company.


**TIPBITS QUOTE**

"In marketing I've seen only one strategy that can't miss - and that is to market to your best customers first, your best prospects second, and the rest of the world last."  
-John Romero

**TIPBITS**

**NUGGET OF KNOWLEDGE**

In the early days of shipping, the name of the merchant and the contents being shipped was literally branded with a hot iron on the shipping container so dockworkers could identify it. This gave rise to the phrase "brand name."



**ADAMS GROUP**

*"Superior Accounting Solutions"*

- Bookkeeping • Corporate Tax • Personal Tax

Ph: 250-804-3480  
info@adamsaccounting.ca

**Wild Bill's Ventures Home Watch & Cleaning Service**

*Protecting what matters to you!*

For Details Call, Email Or Facebook   
250-804-5340 • wbventures56@gmail.com

**Pink Cherry Bistro**

**Try a Specialty Coffee**

*Cozy little Bistro on Hudson Ave. Serving Wraps, Panini Sandwiches, Salads & in house made Gelato.*

Ask us about catering your next event...  
250-832-9626 or [angie@mypinkcherry.com](mailto:angie@mypinkcherry.com)

### Amber Waves

THIS IS RIDICULOUS. IT IS WINTER TIME AND STILL NOTHING!

NO ICE NO SNOW NOTHING AT ALL...

THERE'S SUPPOSE TO BE FROZEN LAKES AND SNOW DRIFTS!

I CAN'T PLAY UNDER THESE CONDITIONS. IT'S WAY TOO NICE OUTSIDE.

©2017 King Features Syndicate, Inc. All rights reserved.

by Dave T. Phipps

**Celebrating 10 Years in the Shuswap!**

**INTEGRITY ROOFING CORPORATION**

**250-804-6964**

**Family Owned & Operated**

**Free Estimates**  
250-804-6964  
integrityroofing

**WALK IN**  
2809 CAEN RD.  
Sorrento BC  
250.675.2664

**integrityroofing.ca**



**IAN GRAY'S**

**SALMON ARM GM**



3901 - 11 Ave. NE • 250-832-6066  
**salmonarmgm.com**



**OFFERING  
NEW TIRES  
AT  
COST!**

\*Limited time offer. Some restrictions may apply

# Proud Supporters of Everything Shuswap



## BEST SELECTION OF CERTIFIED USED VEHICLES IN THE SHUSWAP CHEVROLET • GMC • FORD • DODGE • CHRYSLER • SUBARU • PONTIAC • HYUNDAI

							
<b>Ian Gray</b> Owner	<b>Dave Kenzie</b> Sales Manager	<b>Steve Fabro</b> Sales Manager	<b>Karen Lord</b> Business Manager	<b>Rod Thiessen</b> Sales Consultant	<b>Myron Crown</b> Sales Consultant	<b>Garick Gray</b> Sales Consultant	<b>Mark Rousselle</b> Sales Consultant

**Phone: 250-832-6066 • 1-888-970-9781 • 3901-11th Ave NE, Salmon Arm DL#10374**

### Amazing Plants MUSHROOMS

- Mushrooms are not really vegetables because they do not have leaves, roots, or seeds and do not require light for growth. All mushrooms are fungi but not all fungi are mushrooms. The kingdom of fungi also includes yeasts, slime molds, and rusts.
- Mushrooms are more closely related in DNA to humans than to plants.
- Like human skin, mushrooms can produce vitamin D by being exposed to sunlight. In fact, exposing a freshly cut shiitake mushroom to the sun with the gills upward for eight hours can increase its vitamin D content by as much as 4,600 times. Mushrooms are the only item in the produce department that contain Vitamin D.
- Unlike every plant in the plant kingdom, mushrooms take in oxygen and give off carbon dioxide as a waste product.
- There are more amino acids in mushrooms than in corn, peanuts, or soybeans.
- 90% of mushrooms consumed in the U.S. are white button mushrooms.
- About 200 species of mushroom are cultivated, but only about 20 kinds are cultivated commercially on a large scale.
- Portabello mushrooms, button mushrooms, and white mushrooms are all the same mushrooms at different levels of maturity.

- The Honey Mushroom (*Armillaria ostoyae*) is the world's largest known organism. This massive organism covers 2,384 acres (four square miles) of soil in Oregon's Blue Mountains. The fungus is estimated to be 2,400 years old but could be as ancient as 8,650 years.
- Mushrooms are best stored unwashed in paper bags in the refrigerator, preferably on the lowest shelf. Alternatively use a cloth bag or clean tea towel to wrap them.
- White button mushrooms were originally light brown in color, until a natural mutation occurred

- in the mid-1920's in Pennsylvania. Farmers took advantage of that color variation to breed the white mushrooms.
- China produces about half of all cultivated mushrooms.
- Mushrooms are commercially produced in virtually every state. Pennsylvania is the top producer, accounting for about 55% of total U.S. production.
- Americans consume an average of 10 lbs (4.5 kg) of mushrooms annually, but the Japanese eat about 26 lbs (11.8 kg) per year.

Continued pg.6






**HOME & LAND IN SICAMOUS \$207,500**

**PH: 250-833-4728    TF: 1-877-604-6637**

View online at [www.eaglehomes.ca](http://www.eaglehomes.ca)

## Community Events

**Sorrento Lions Club.** Our weekly meat draws will be held once again every Friday from 5:00 pm to 7:00 until June 23rd, 2018 at the Copper Island Pub & Grill on the TransCanada Highway in Sorrento. All funds raised go right back into the community. Please come out and support this worthy and fun event.

We always welcome new members and if you are over 19 years of age (male or female) and would like more information about becoming a Lion, please join us on the 1st and 3rd Thursday of each month at the Sorrento Memorial Hall at 6:45 pm or contact Sorrento Lions club secretary Judi Kembel at 250-675-2616 or sorrentolionsclub@yahoo.ca. We would love to hear from you! Our next big event will be a Valentine's Dance to be held on Saturday, February 10th, 2018. Music by Al Welland and a light supper will be served. More information coming in the new year.

### THE SORRENTO FOOD BANK SAYS "THANK YOU"

The Sorrento Food Bank thanks the surrounding communities for the continued support received in 2017. Thank you to all the individuals, social groups, sports groups, schools, churches, community organizations, volunteer groups and corporations who have donated time, products and finances. Thirty one hampers were filled and delivered during the Christmas season to help families in Notch Hill, Sorrento, Eagle Bay, Blind Bay, Balmoral and White Lake.

**SORRENTO FOOD BANK Annual General Meeting** will be held on Tuesday Feb. 6, 2018 at 4:30 pm at 2804 Arnheim Road, Sorrento. For further information contact: 250-253-3663

**1st Annual South Shuswap Seed Swap** Saturday, February 24th at the Blind Bay Hall. 9am to 3pm 2510 Blind Bay Road. Featuring Local GMO FREE Seeds & Produce. FREE to the public. Sponsored by Good Stewart Heirloom Seeds and Produce and Balmoral Farms. For more info call Rebekah Smith at 250-253-1414

**non profit event info send to info@tidbitsshuswap.com**

**Texas Holdem Tournaments**  
**Monthly Games in the Shuswap**  
 Next Tournament Jan. 7th  
 Call Brad for more info  
**250-803-4603**

## MUSHROOMS (cont'd)

- There are over 30 species of mushroom that actually glow in the dark. The chemical reaction called bioluminescence produces a glowing light known as foxfire.
- Psathyrella aquatica is a gilled mushroom that lives completely under water.
- The spores of mushrooms are made of chitin, the hardest naturally-made substance on Earth. Some researchers theorize that mushroom spores are capable of space travel. The spores can remain dormant for a century or more and still grow when conditions are right.
- There are approximately 70 miles (112 km) of the root-like filaments of a mushroom in one square inch of colonized organic matter, such as a rotting tree trunk.
- Over 80 percent of all terrestrial plants have a symbiotic relationship with a fungal species. The roots of the plants nourish the fungus, and the fungus nourishes the plants.
- Fungi use antibiotics to fend off other microorganisms that compete with them for food.
- The antibiotic penicillin was derived from the fungal species Penicillium.

## IRUKANDJI JELLYFISH

- The Irukandji people are an aboriginal tribe indigenous to the coastal strip north of Cairns, Queensland, Australia. For years members of the tribe often suffered from an excruciatingly painful malady that could not be explained.
- They swam in the ocean frequently, and an hour or two later, the symptoms would begin: intense muscle cramps, pain in the back and kidneys, a burning sensation of the skin and face, headaches, nausea, restlessness, sweating, vomiting, an increase in heart rate and blood pressure, and psychological phenomena such as the feeling of impending doom. Victims required hospitalization.
- In 1952, a medical practitioner named the perplexing sickness Irukandji syndrome after the people who so often suffered from it. The cause of the illness remained unknown until 1964, when a physician and toxicologist named Jack Barnes theorized it was caused by a tiny jellyfish commonly found in the tropical waters of the area. No bigger than a cube of sugar and nearly invisible in the water, this jellyfish delivers a venom 100 times as potent as that of a cobra and 1,000 times stronger than a tarantula. However, the sting itself is only moderately painful, similar to a mosquito bite, and the venom doesn't begin working for an hour or two after contact with human skin.
- To prove his theory, Jack Barnes caught one of these little jellyfish and deliberately rubbed it against the skin of his arm, as his

**WANTED:** Will remove old skidoos, snowmobiles, quads, dirt bikes etc. from your property. Possible cash if paperwork is produced. Cash for Stamps, Old Jewellery & coins Call or text **250-306-8120** for more info

**WANTED** Looking for 1970's camper vans 1976-1979 Ford's & Chev's. Call 250-306-8120

## Central Barber



**Family Barbershop**  
**NOW OPEN**  
**In the Centenoka Mall**

Mention Our Tidbits Ad and Receive a \$10 Haircut!



Come Visit Reggie With 37 Years Experience

**OPEN**  
**Mall Hours**

**778-489-5633**



14-year-old son and a lifeguard kept watch. Within an hour, he exhibited all the classic signs of Irukandji syndrome, whereupon he was taken to the hospital to recover. Later, he found that wearing panty hose while swimming provided enough of a barrier to prevent the jellyfish from stinging. Lifeguards in Australia now commonly don panty hose as protection in the water. (continued)

- The jellyfish that caused the illness is now called the Irukandji jellyfish. There are sixteen different species of Irukandji jellyfish, some of which inhabit tropical waters of the United States. Up to 100 people per year end up in the hospital after encountering this creature. A single sting is normally not fatal, and the illness usually abates after about 30 hours. Treatment is merely supportive.
- Their range is constantly expanding due to climate change. Most stings occur during the warmest months of the year when the jellyfish are most active.
- In the 1960s, Irukandji syndrome would strike the Irukandji people for only one month out of the year: the warmest month. Now the Irukandji season lasts for six months out of the year. During the season, lifeguards on the beaches drag nets through the water and if they find one Irukandji, the beaches are closed down.
- In Australia, an average of 30 people per year area hospitalized with Irukandji syndrome between



"I'd better call you back, Marge, I'm afraid a \_\_\_\_\_ is about to come up!"

## SCRAMBLERS

Unscramble the letters within each rectangle to form four ordinary words. Then rearrange the boxed letters to form the mystery word, which will complete the gag!

Unkind       
**DINES**       
 Level       
**BLEATS**       
 Correct       
**GIRTH**       
 Tally       
**OSCAR**

**TODAY'S WORD**

## Even Exchange by Donna Pettman

Each numbered row contains two clues and two 6-letter answers. The two answers differ from each other by only one letter, which has already been inserted. For example, if you exchange the A from MASTER for an I, you get MISTER. Do not change the order of the letters.

- |                      |             |                      |             |
|----------------------|-------------|----------------------|-------------|
| 1. Precious metal    | — I — — — — | Serving tray         | — A — — — — |
| 2. Drying cloth      | — — — — L   | Stronghold           | — — — — R   |
| 3. Full of energy    | — E — — — — | Young barker         | — U — — — — |
| 4. Oz bigwig         | W — — — —   | Komodo dragon, e.g.  | L — — — —   |
| 5. Frank Burns' rank | — — J — — — | City official        | — — Y — — — |
| 6. Rockwell or Lear  | — — — — N   | Conventional         | — — — — L   |
| 7. Talcum or baking  | — — W — — — | Deliberate a thought | — — N — — — |
| 8. Bowling score     | — — — R — — | Gardening tool       | — — — D — — |
| 9. Rent              | — — — S — — | Depart               | — — — V — — |
| 10. Hard gray rock   | — L — — — — | Swoon                | — A — — — — |

November and May, which is the warm season. But in 2002 between December and January alone, that number leapt to 80 victims at a single hospital in Cairns. That was the year that two tourists died of the sting, including a research scientist for Nestles from Columbus, Ohio, and a British man who had recently recovered from heart surgery.

- Recent research indicates that massive doses of magnesium can help prevent the danger of the toxin by counteracting the effect of adrenaline and lessening the risk of heart failure and stroke. However, there is no known antidote to the venom itself.
- In the meantime, the best solution seems to be to either stay out of the water, or wear panty hose while swimming.



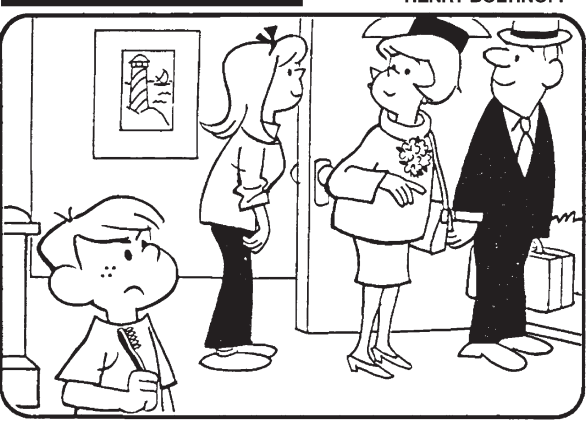
**Commit to fit this year with Shuswap Fitness!**

**10% OFF Gym Memberships**

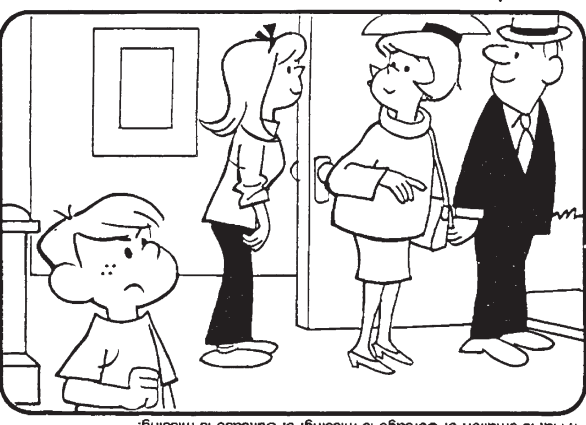
MEMBERSHIPS INCLUDE ALL GROUP FITNESS CLASSES, FOR ALL AGES AND LEVELS. WE ALSO OFFER TANNING AND PERSONAL TRAINING PACKAGES

**Mon-Fri 6am-8pm Sat. 9-5 Sun. 10-4**  
**Lower level of BB Market**  
**Phone: 250-675-4446**

**HOCUS-FOCUS** BY HENRY BOLTINOFF



Find at least six differences in details between panels.



©2017 King Features Synd., Inc.

Differences: 1. Picture is missing; 2. Toothbrush is missing; 3. Body is slimmer; 4. Hat is smaller; 5. Corsage is missing; 6. Suitcase is missing.

24 HOCUS FOCUS puzzles \$3.50 • 24 Volumes • Order at: rbmamall.com



PAW'S CORNER By Sam Mazzotta

**Cat Relationship Is All About Compromise**

DEAR PAW'S CORNER: Why do cats do what they do? Why do they tear ornaments off the Christmas tree, knock glasses off the coffee table, attack our shoelaces and knead their claws into our sweater? Is there any way to get mine to stop doing, like, all of these things? Sign me -- Frayed Sweater, and Nerves, in Toronto

DEAR FRAYED: After years and years of studying this conundrum, I can honestly say most cats won't respond to pleas, begging or even treats. Well, sometimes they'll respond to treats. But they'll go right back to doing what they enjoy most: destroying all that you love. I'm being (slightly) sarcastic, of course.

Having a cat means making a few compromises in your life, particularly in the interior-decorating department. It means being more careful about setting expensive glassware on the countertop. It means a Christmas tree whose bottom third remains undecorated, or adorned with unbreakable, pet-safe ornaments. It means patiently retying your shoelaces after your cat has pounced on them. It means buying a new sweater every fall, or keeping your favorite ones in a drawer to wear on special occasions only.

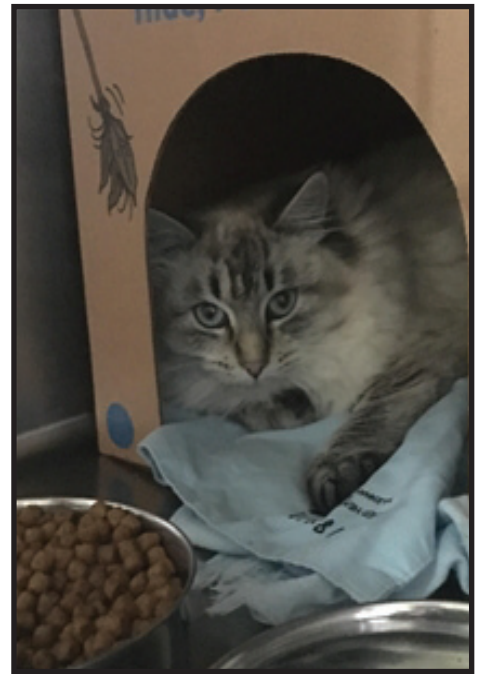
The tradeoff, however, is that you have a companion for many happy years. A cat kneading his or her claws on your sweater while curled up in your lap is an expression of contentment, an acknowledgment that you're family. You don't have to give up all the breakable things that you love in order to live with your cat, you just need to make a few concessions to keep both your cat and your glassware safe.

Send your pet care tips, questions or comments to [ask@pawscorner.com](mailto:ask@pawscorner.com).



250-832-7376

Jordyn is a young semi feral cat who is looking for a special home with people who will be able to continue to work with him. He has been bought up using a litter pan, sleeping inside in a nice warm squishy bed with his siblings with a full bowl of food. However... Jordyn has never been cuddled, held, handled, or even petted (willingly). He's been admired from a distance and that's all. Jordyn has a sister called Jorji who is also looking for a home. They will do really well with another confident friendly cat to show them the ropes. If you have a home for Jordyn and possibly Jorji, we would love to talk to you.



Adoptables ad is donated by Tidbits. To sponsor call 250-803-4664

**WE FIX...**  
 COMPUTERS, TABLETS, PHONES AND MORE!



**Same Day Service | Free Diagnostics | Flat-Rates**



**THINK MONKEY**  
 YOUR FRIENDLY SHUSWAP COMPUTER COMPANY

**250-463-1521**

**SCRAMBLERS**  
 solution

1. Snide; 2. Stable;  
 3. Right; 4. Score

Today's Word  
**CRISIS**

**Even Exchange**  
 answers

1. Silver, Salver	6. Norman, Normal
2. Towel, Tower	7. Powder, Ponder
3. Peppy, Puppy	8. Spare, Spade
4. Wizard, Lizard	9. Lease, Leave
5. Major, Mayor	10. Flint, Faint

**TRIVIA NEWSFRONT ANSWERS**

- Quaker Oats was the first to redeem box tops for prizes.
- Sherwin-Williams Paint was the first company to offer a money-back guarantee if not completely satisfied.
- Toit home permanents was the first to use the phrase "new and improved."
- National Cash Register was the first company to do a direct mail campaign.
- The Coleman camping company was the first to offer a service contract.

**CryptoQuip**  
 answer

The well-off monarch from Prague realized that he would like to open a Czech King account.

OWN	SAND	AFRO							
SEE	OBOE	CLAP							
LEA	PARAMOUNT								
OPRAH	FOR								
	MICA	ANGST							
PARASOLS	SOLE								
ERA	TOTAL	BAR							
ACNE	PARADIGM								
SHIRT	RIDE								
	SIR	DECOR							
PARACHUTE	ALE								
ALOT	EMIR	PIE							
RITZ	APES	SOD							

3	6	1	5	7	9	2	4	8
8	9	5	2	1	4	6	3	7
4	7	2	8	6	3	9	1	5
7	4	3	9	2	1	5	8	6
6	1	8	7	4	5	3	2	9
2	5	9	6	3	8	4	7	1
5	8	4	1	9	2	7	6	3
9	3	6	4	8	7	1	5	2
1	2	7	3	5	6	8	9	4



# Pedro Gonzales

Farm & Garden Market

7 DAYS A WEEK • 8 AM - 6 PM

3390 Trans Canada Hwy SW • Salmon Arm BC

Phone: 250.832.4919 • www.pedros.ca

## WE ARE THE GROWERS!

Come Down And Support Your Local Farmer

We Are Your Source  
For The Highest Quality  
& Best Price

Fruit & Produce In Salmon Arm

We At Pedro's Are Proud To Produce Many Of The Local Products We Sell

**Honeycrisp Apples**  
BCfresh  
\$1.49p/lb

**D'anjou Pears**  
In Season Now

**California Navel Oranges**  
arriving fresh daily

**Yellow Onions**  
10 lbs \$4.99

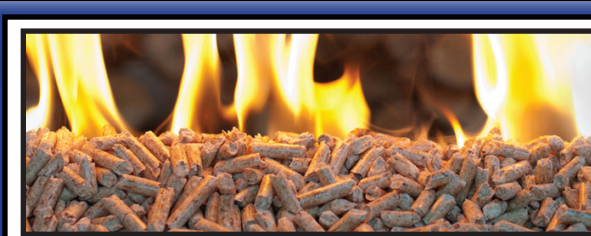
**Pedro's Own Canning**  
made w/okanagan fruit  
•Peaches •Pears  
•Plumbs •Apricots  
•Nectarines

**#2 Grade Apples**  
20 lbs \$4.99

**California Satsuma Oranges**  
NOW IN

**Royal Gala's**  
BCfresh  
9.5 lb bag \$4.99

**Otter Coop Layer Pellets**  
50 lbs \$12.99



**Wood Burning Pellets**  
\$4.99 p/bag

Spruce • Pine • Fir



**Black Oil Seeds**  
\$26.95 p/bag

**Soup, Sandwiches, Paninis**  
Made Fresh Daily

**Artisan Breads**  
Baked Fresh Daily

**Fresh Fruit Pies**  
Made fresh daily with real BC Grown Fruit

**Local Meats and Cheeses**  
Sedo's, Windmill Meats & Helmut's Sausage

# Royal Wok Restaurant

Asian Buffet - Serving Sushi & Chinese Food

Open Tuesday to Sunday  
Call 778-489-1688



Lunch & Dinner Buffet

Eat In or Take Out

Chinese & Sushi All You Can Eat!

141 T.C.H. NE Salmon Arm  
www.royalwokbc.ca

