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'Service' is on the way out

By GERRY LANDSBOURGH

Service is a word that's definitely on the way out. The latest trend in lack of service is the closing of gas stations at the rate of 1,000 a year in Canada.

Gasoline dealers have closed nearly 200 stations since the beginning of 1976 and another 75 to 100 are on the books for closing over 1978-79.

Service stations will become a thing of the past and the problem here is one of safety. Who does the safety checks and the mechanical work if the majority of stations go "self-service"?

The trend of these closings is built on two things. One is money. The two elements that completely run our 20th century world. It becomes rather ironic in the long run no one really gains and these self-service trends take away from society as a whole. Whenever overhead costs can be lowered businesses grab at it in order to cut losses and increase profit, and of course, each time this happens the consumer loses a little bit more.

Take a look backwards at the corner grocery store and today's "super markets". The corner grocer "served" his customers. Each person who entered his store was either a customer or a potential customer and each one was valued because he wanted them back. Service then was built on honor and pride, something the modern ad men for the super-markets lay claim to but somehow just don't quite make.

The only one who appears to give "service" in the true sense of the word is the supermarket manager and he, like the old corner grocer, has more than a vested interest. From the young people flocking the shelves or parking the groceries in

customer is lucky to get courtesy let alone "service". Cashiers are usually our enemies but because of the horrendous burden of the "pass through the checkouts" "service" is not usually given.

Actually, anything that slows the stock yard flow is nothing but a pain in the you know where and this is more than evident on the face of the busy cashier who is waiting for a price check.

It appears that our modern way of living has accelerated to high gear where no one has time for anything but alone the customer. After all he's only the poor sap who keeps the whole system going and Lord knows we cannot expect any of the clerks in today's super-markets or chainstores to be aware of that puny little item.

One incident that readily comes to mind happened to me in Brampton a few weeks ago. I arrived at a lighting store at a few minutes to six on a Friday night. The young clerk had locked the doors and I pointed through the glass to the clock on the wall that

happened to agree with my watch: five to six. My presence was completely ignored, let's face it, it was Friday night and that kid wanted out. He could have cared less whether the whole place burnt to the ground and let alone whether it was six o'clock. A far cry from service and probably a far cry from what the store was built on years before that young clerk was even born.

A big winner with the common folk today is garage sales. Two reasons for this low prices and once again people dealing with people. At a garage sale you can barter with a person, not a mechanized robot that passes for a clerk who doesn't know where anything is or how much it costs. "No we don't have one" is a common reply to an asked for item then the customer finds it himself two aisles over.

As far as the garage sales go watch how long it will take the municipalities and the federal government to find a way of getting a chunk out of all that cash. The people are finding a

way to make some extra money and as usually "big brother" will claim more than his fair share.

Self service markets, gas station, food chains, and others in the final analysis all take away far more than the few minutes of time gained. If you have any doubt just take a look at the faces of people leaving the stock yard approach to marketing.

This great rush for time does what? More time for family, hardly more time for the job, forget it! More time for leisure; yes, but the leisure time is spent on exhaustion from all the rushing around to save time. Leisure time is not spent doing anything just trying to catch up so you can rush back to work and do the whole thing all over again.

That folks is why they call it a RATRACE.

Take the poor little rats on a treadmill we go round and round faster and faster yet we really don't go anywhere and "service" well, service is but a by-gone word from the good old days that used to be.

Zeta Alpha sorority report

Zeta Alpha met at the home of Rosemarie Baskin on April 18 with Don Vincent as co-hostess. The plans for next year's service project were discussed at length. Norman McElhown presented her program entitled "Exercise" and her very informative guest speaker that evening was Stuart Robbins. The gift draw was won by Carol Elliott.

The first meeting in May was at the home of Ann Preston and was conducted by the five pledges. The new Executive were installed and the best of luck to our new President Gail Russell. Two programs were presented that evening, "Physical Environment" was presented by Linda Millard and we all participated in testing our five senses. The second program was "Social Environment" by Jill Leiper and Bernadette Mansfield, and with the assistance of the other pledges lasagna and wine was served.

On May 10 the Beta Sigma Phi Chapters of Haldimand County entertained the Zeta Alpha Chapter at the Gordon Alcott arena. An evening of "Bunko" was enjoyed by new and old acquaintances and pin and coffee was served to all.

Our last meeting of the year was held at the home of Gail Russell with Rosemarie Baskin as co-hostess. The new Executive presented its plans for the 1978-79 year. The details for our service project, a raffle, for a needy boy in Georgetown were finalized. Karen Morris presented her program that evening entitled "Human Relations".

The Birthday Party was held on May 30 at the home of Mary Black. Gifts were exchanged between the secret sisters and a Chinese supper was served. This was followed by a wine

gloss shaped tart well cake for the sisters moving up to Executive. Carol Elliott was presented with an engraved silver coffee spoon along with our best wishes on her move to Thunder Bay this summer. We will miss you Carol! Pat Soper was presented with a charm for her bracelet for the first program of the year. Pat's program was entitled "Child Hearing" and her interpretation of Mother Goose was excellent. Mary Black was presented with two yellow roses by Rosemarie Baskin for completion of her family tree as part of Rosemarie's program on "Family History". Gail Russell was presented with some liquid refreshment by Jeri Stoddard and Sharon Thorn for the life stories she had done as part of their program entitled "Friendship". Raffle tickets for next year's service project were distributed for sale by all the members of the Zeta Alpha Chapter for a week end for two at the Inn-in-the-Park.

Our last social of the year will be a barbeque at the home of Sharon Thorn.

We are all looking forward to the upcoming 1978-79 year of Zeta Alpha.

Eggs coagulate

Remember that eggs coagulate between 149 and 175 degrees Fahrenheit. Excessive heat and overcooking toughens the white of an egg. It may also cause a green discoloration between the white and yolk of a hard cooked egg— which is harmless but may be unappetizing.

ON THE HOME FRONT Finally! It's green

By SUSAN DWYFACENIS

Well, we asked for it and I guess we got it! After eight months of seemingly endless winter, every moment of which was spent pining for a sight of green, it has finally happened.

Yes, in less time than it took Richard to find his Blue Jays cap and my husband to utter the words "summer cottage", the season was upon us and the crabgrass is now proliferating riotously throughout the lawn while the Kentucky Blue grass is doing a splendid job of providing colour in the flowerbeds.

As this reversal would appear to be the natural order of things in any garden I inhabit, it is now only a question of time before I meekly submit and simply plant my pennants in the lawn. There is just no point in fighting Mother Nature once she has determined on a set course of action.

The real fun begins though, with the sudden explosion of dandelions. Now while crabgrass quite honestly stands up and admits it is there, dandelions wage a sneaky guerrilla type warfare. One day there is not a sign of them, the next morning you awaken to find yourself a victim of a dandelion coup; one that barely steps short of marching through your front door and taking over your livingroom.

There are, of course, several alternatives open to you in your attempt to deal with this situation.

You can do a quickie cover-up job by inviting all the little children on the street to "come and pick some pretty flowers for your mummy". The biggest danger in this solution however, is that small children are not by nature too selective and they will quite probably return 3 weeks later and pick all your geraniums.

The most widely used method of combatting the spreading golden horde is to purchase a weed retardant that, when hoisted around lavishly enough, usually results in them looking a little "poorly" for a few days. This hopeful lull is then followed by a brief period of convalescence after which they spring back bigger and better than ever.

The obvious answer would be to let them spread, defy convention and thumb your nose at whatever piker first decreed that lawns should be green. After all, is summer not a time for relaxation, swimming, barbecuing and smelling the roses? Is it written into our Constitution, or some other dusty tome that, during this debilitated season of warmth, we must expend a furious amount of time, money and energy on having a lush and verdant lawn?

Have you never thought that gold is a brighter, more joyous colour than green? Do not the bees harvest more pollen from a dandelion than from a blade of grass? Do dandelions need watering nightly? Mowing? Trimming? Feeding? Manicuring?

From a practical standpoint, have you ever heard of anyone making grass wigs? A dandelion root is described in the New Webster dictionary as possessing tonic and aperient properties— meaning if the pretty flower doesn't move your spirit, it will certainly move your bowels.

By golly, I do believe I have just discovered a natural Canadian resource— not to mention revolutionizing the gardening habits of North America!

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YOUR WEEK AHEAD By DAMIS

ARIES Mar. 21-Apr. 19
The new moon on the 5th signifies a new beginning in family or property matters. Pending matters come to a head.

TAURUS Apr. 20-May 20
Good news comes your way from a family member. Wait for the facts before taking action.

GEMINI May 21-June 20
Keep a level head in financial dealings. Turn a deaf ear to questionable enterprises.

MOONCHILD June 21-July 22
Partnerships, business and personal, are delightful and dependable. Your partnerships assume magnetic qualities. Your advice is sought.

LEO July 23-Aug. 22
It's time to turn loose of associations and activities no longer useful to you, and investigate ways of improving earnings.

VIRGO Aug. 23-Sept. 22
An extremely active social life brings you in contact with influential people. Give thought to a change in goals.

LIBRA Sept. 23-Oct. 22
Emphasis in matters of career is important. Take care not to invite disapproval by over-stretching your bounds. Your efforts will be rewarded.

SCORPIO Oct. 23-Nov. 21
A combination business pleasure trip seems likely. Legal matters can be satisfactorily cleared up.

SAGITTARIUS Nov. 22-Dec. 21
Caution in financial dealings is urged. New procedures should be studied. Recognize the true value of your assets.

CAPRICORN Dec. 22-Jan. 19
Be sympathetic to the needs of your partner. Romantic relationships could take you to the altar.

AQUARIUS Jan. 20-Feb. 18
New diet patterns improve your health and well being and revitalizes your outlook.

PISCES Feb. 19-Mar. 20
Love and romance keeps your date book full. Working with young people brings much satisfaction.

CROSSWORD PUZZLE

ACROSS: 1 Land measure; 5 Netherlands; 7 Antilles; 8 island; 10 Phila. (2 wds.); 11 coach; 11 delay; 12 Current; 14 blood condition; 15 Viva matador!; 16 Mature; 17 Library contents table; 18 Famous American lawyer; 20 Western Hemisphere; 21 Detach; 22 Mouth (prefix); 23 Lots; 25 Nut; 27 Struck of shock; 28 Bill of fare; 29 Intrepid flyer; 30 Baker's offering; 32 Martin ingredient; 33 Suffix for expert; 34 - Aviv; 36 Miss Hussey; 38 Renown; 39 Breaking bread; 40 Mottled; 41 Playing marble; 42 Anagram of Nano.

DOWN: 1 Regarding; 2 wds.; 2 Offspring; 3 Beach; 4 Sea with; 5 Spanish region; 6 Begin again; 7 Colorado; 8 Red Chamber; 9 No Amer. Indian; 10 No Amer. Indian; 12 Director; 13 Jew; 16 Paragon and namesakes; 19 Blushing; 21 Division; 22 wds.; 24 issue; 25 formerly; 26 Suffix for most; 28 Enklate; 29 Sparky; 30 Do abstracts; 31 Arab land; 32 wds.; 35 and the; 36 Swan; 37 Itinerary; 38 word; 39 The Comm; 40 Tower; 42 monogram.

Limehouse district news

By Mrs. A.W. BENTON Herald correspondent

Congratulations to Mr. James Romp, Jr. of Limehouse and his bride, Miss Jane Ferguson of Georgetown who were married at Knox Presbyterian Church, Georgetown on Saturday. The reception following was in the Legion Hall.

Guests attended from Welland, Woodstock, Toronto, Arizona and New York State.

Also his sister and family, Mr. and Mrs. P.A. Smith, Jennifer and Ian from Montreal, Jennifer was flower girl for her new aunt.

Mr. and Mrs. W.J. Crichon and Miss Jackie Crichon were guests at the Lalone Crichon wedding at 1812 Brampton on Saturday at the home of the bride's parents.

Twelve of our Cubs from Limehouse attended the District Cubes earlier in the month. It was held at St. Francis of Assisi School in Georgetown.

The boys wrote tests based on a film which they watched, took part in a skill test on a special course set up for them and had their bicycles inspected.

Greg Lane and Roger Mullins tied for 4th in their age group and Mike Hannah was 1st in his age group. Clifford Dedman tied for 6th but lost out in a tie breaker test.

Congratulations boys.

The Cubs attended the Awards night for the District at St. Johns United Church in Georgetown. Craig Armstrong received a certificate from the District for earning all 5 stars in the program. The same evening Cubmaster Elaine Hannah received a pin from the District for having served as a leader for 5 years.

The Scouts attended their scouts District Camporee held at the Oakville campsite near Spyside. This year the guides were invited to spend the day with the Scouts. It was a success from what we hear. Each guide group was assigned to a Scout Troop matching them in numbers. One project for the day was to see which group could build the highest tree standing structure. Limehouse managed one about 40 high.

The Cubs held a going-up ceremony with the Scouts last week. Craig Armstrong, Tim Ruggie and Clifford Dedman were the boys going up. After the ceremony the Cubs and Scouts enjoyed a talk and demonstration on ham radios by Tree Hagan from Oakville. At the same time, the Group Committee was having their meeting in the hall next door. They are hoping to have their meetings next year while the Cubs have their meeting.

Several Cubs have earned badges. Cyclist George Coates, Clifford Dedman, Lee Foster, Greg Lane, Dwayne Mander, Roger Mullins, Tim Ruggie, Tom Ruggie, Alan Scott, Black Star, Craig Armstrong, Tacky Star, Craig Armstrong, Green Star, Craig Armstrong, Red Star, Lee Foster, Greg Lane, Alan Scott, George Coates, Blue Star, Greg Tate, carpenter badge, Greg Tate and pet keeper badge, Greg Lane.

In Scouts Tom Ruggie has earned his bronze chain.

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ANN LANDERS

Dear Ann Landers: It was obvious from your reply to "Quo Vadis" that you do not take public transportation. In San Francisco, a strapping young buck will knock down a pregnant woman with small children, as well as the handicapped and the elderly to get to a seat first. This also applies to the young females. They are a shameless breed and I see them every day when I ride the buses.

I'd like to quote from an article I read recently in a local newspaper. I think it makes the point very well: "Many of America's young adults have found new heroes themselves. Thomas Wolfe calls it the 'Me Decade.' Observers say this trend has serious social consequences in the form of high divorce rate, decline of interest in participating in politics, and relationships devoid of caring or feeling."

Social analysts use the phrase "the new narcissism" to describe these goings-on. Narcissists, they explain, find it difficult to enter into close relationships. A narcissist sees other existing only as a means for obtaining his or her own goals. It is the primary transmitter of the message through its advertising programming. It tells us, "You describe a break today" and "This is for me."

How do you like them apples, Annie? Discouraging isn't it? Stop The World, I Want to Get Off.

Dear Stop, Get off if you want to, I'm staying on. You see the bottle is half empty. I say it's half full. The next letter may be of interest to you.

Dear Ann Landers: I would like to respond to "Quo Vadis", the woman who complained about the young people of today-how they were able to dance all night, stand up at bars until 2:30 a.m., engage in marathons and cross-country runs, but when they get on a bus they are glued to their seats while pregnant women and people on crutches stand. She closed her letter by saying, "I have seen the Future of America."

Quo, dear, you are dead wrong I work in a small junior college library. In January I fell and broke my foot. Every morning for four weeks when I struggled out of my car, a student was there to help me up the walk and into the building. At noon, another student would appear at my door and offer to get my lunch from the cafeteria. When I left the building in the evening, still another young person would be on hand to help me to my car and sweep the snow off the windshield.

These were not only local kids but students from Chicago, New York, Iran and Thailand. They were black, yellow and white.

So come to Coffeerville, Kans., Quo, and you will see not only the Future of America, but the Future of the World - and it looks great - Mrs. P.B.

Dear Mrs. P.B.: What an upper! Let's hear it for the thoughtful, considerate young people all over the world. I know they're there because I, too, have seen them.

CONFIDENTIAL TO A Reader Who Was Once a Devout Believer But Is Finding It Awfully Hard: The best answer I can give you is a message that appeared on a church bulletin board: "If God seems far away - who moved?"

Is alcoholism ruining your life? Know the danger signals and what to do. Read the booklet, "Alcoholism - Hope and Help", by Ann Landers. Enclose 50 cents in coin with your request and a long, stamped, self-addressed envelope to Ann Landers, P.O. Box 11995, Chicago, Illinois 60611.