

—VIEWPOINT—

Fad turns into a goldmine for prospector of 'pet rocks'

By Gerry Landsborough
Herald columnist

Gary Dahl is one of those strange breed of men found in the advertising business. He was the originator of the "pet rock". Back in 1976 he quit a \$24,000 a year job and began a business that has put him on the road to becoming a millionaire.

Why a pet rock you ask? Well even if your not ready for what's coming hold on to your hat - and here we go.

Pet rocks don't eat, don't die, and of course you don't have to take them out for a daily walk. You might say they are the ultimate pet for a plastic society. They do nothing.

Unfortunately they do cost something, as most things that are "nothing" do today.

FUNERAL SERVICES

In the San Fernando Valley in California a church offered funeral services for pet rocks as part of a fund drive. The fact that pet rocks don't die didn't stop the church. The cost of the service was \$5.00 and was done to the accompaniment of "Rock of Ages". I might be a bit old-fashioned I believe that to be a description of the hymn - let alone the church. By the way, they're sorry but they don't handle cremations - believe it or not that's just the way they put it.

The state geologists department in Portland Ore. also wants to get into the act. For the paltry sum of one dollar you can trace the genealogy of your pet rock. According to Ralph Mason deputy state geologist "without the genealogy pet rocks are only faceless pebbles". In the beginning of this column I told you that pet rocks don't do anything - I lied. They do certain things, for instance . . . place your pet rock on an incline and give the command "roll over" - such obedience in action. Try the command "down" and the moment you free your pet from your hand he heads straight for the group - just like a rock. Forgive me.

Picture being a market analyst . . . today its rocks, what will it be tomorrow? Imagine the pressure. How does one out-do a rock?

A rock is already produced, and as simplistic and earthy as as complex and intellectual as you want to make it. The ultimate in nothing. Let's take

actively speaking) from the inside.

What can one say constructively about a society that would keep pet rocks? Would you call them stone-hearted? Rock-headed perhaps? How about lost all their upstairs pebbles assuming that they didn't have rocks in their heads to start with. Its hard to be philosophical about such questions let alone a comment rationally.

Then of course there's the hidden subtle messages . . . I ask you did you really believe that the movie "Rocky" was about a prize fighter? Rock and Roll, rock-a-bye-baby. John D. Rock a feller or the bigger in the space program "moon rocks".

Think about it.

a brief look at the kind of people who would own a pet rock. One fellow wrote Mr. Dahl a letter on which he had tapped two pebbles. He stated in his letter that this was the result of letting his pet stay out over-night. Then there was the chap who wanted to know which was the front and which was the back of his rock - it seems he had made the little fellow a sweater and didn't want to put it on backwards.

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Bob Gates of the Georgetown Tachmen Car Club fits the grill into the 1939 Ford pick up which he'll be displaying at Motion 79. The vehicle has been completely rebuilt with Chev parts except for the nameplate. This is one of the differences between a genuine antique and a street rod, he says. Street rods are old cars

modernized and rebuilt with whatever the owner wishes rather than kept to the original design and parts such as antique cars must have. (Herald photo)

Tachmen show this weekend

Members of Georgetown's Tachmen Car Club are hard at work on last minute preparations for Motion 79, the fifth of the annual car shows they have hosted at the Toronto International Centre under the guidance of promoter Dizzy Dean.

The club is showing nine street rods in their display. They are 1927 to 1946 in vintage and will blend well with the antiques in the old-fashioned

service station which will serve as a background for the exhibit.

The show, which is billed as Canada's largest custom vehicle show, will feature over four acres of custom cars, hot rods, antiques, customized vans and custom 4x4's and pickup trucks. The Brampton Corvette Club, the Brampton Classic Ford Club, the Etobicoke and the Toronto Area '55 to '57 Chevrolet Club will be

entering club exhibits as will a number of individuals. The latest in automotive accessories will also be displayed.

This is the club's fifth anniversary as hosts for the show and Bob Gates, one of the Tachmen explains that their position results from their close friendship with Mr. Dean.

Motion 79 is open to the public the weekend of March 9 to 11. Hours are 6 to 11 p.m.

Friday, 11 a.m. to 11 p.m. Saturday and 11 a.m. to 6 p.m. Sunday. The International Centre is at 6900 Airport Road at Derry Road.

Special exhibits at this year's show will be Tyrone Malone's Multi Million Dollar Custom Kenworth Truck display, including Super Boss, the world's fastest truck which was clocked at 144.2 m.p.h. and Little Ivy, the 38-foot 20-ton whale who enthralled viewers during Motion 77.



Charlene Vancleef shown with her coach, Alice Di Genova, was the winner of the Halton Separate School Oratorical Contest, held at George Vanier School Thursday. The trophy Charlene is holding will remain at her school, St. Francis of Assisi for a year. Charlene will deliver her speech at the next meeting of the separate school board, at which time she will be awarded a plaque which she will keep. (Herald photo by Lori Taylor)

St. Francis winner

Charlene Vancleef, a grade 5 student at St. Francis of Assisi School in Georgetown, was the winner in the Halton Separate School Oratorical Contest, held Thursday at George Vanier School in Oakville.

Charlene won first place in a competition involving eleven schools, including St. Francis, with students from grades 5, 6, 7, and 8. The students competed first in their own schools, and went on later to the Halton finals.

Charlene's topic was embarrassment, and described some of life's more embarrassing moments. Alice DiGenova, who helped Charlene rehearse her speech, said Charlene was sufficiently confident when preparing to speak at the competition that she didn't take a copy of her speech, or even cue cards, with her to the

competition Thursday. Charlene said that while the audience was "packed" she wasn't nervous. It took her about a week to write the speech, and she practiced for a week before delivering it for the first time at school, she said. While the teachers don't assist the students with the writing of the speech, they will help them with the delivery, and Charlene said her teacher, John Shaw, and Elinor Clarke also helped her.

Charlene will be going on to compete at the next stage of competition, and she will also deliver her speech at the next meeting of the Halton Separate School Board, at which time she will receive a small trophy which she will keep. She was presented Thursday with a large trophy which the school will keep for a year.

Terra Cotta skiing

The bitter cold of the past month has discouraged some people from outdoor activities but with milder weather on the way, an outing at the Terra Cotta Conservation Area could be an invigorating way to enjoy the sunshine.

There is an excellent snow base for cross-country skiing at Terra Cotta and the forested trails can be maintained long after snow disappears in the city. It is the intention of the Credit Valley Conservation Authority to carry on with the program at Terra Cotta as long as the snow base can be maintained.

The conservation area is open each Saturday and Sunday from 9 a.m. until 4 p.m. with ski and snowshoe rentals until 3 p.m., a warm-up area, concession booth and audio visual program for everyone's enjoyment.

Terra Cotta Conservation Area is located five miles west of Highway 10 at Victoria, north of Brampton. Further up-to-date information regarding winter conditions at Terra Cotta may be obtained by calling the Information Officer, Joan Rollings at (416) 451-1815.

Date of Sale March 7, 8, 9, 10/79

The Friendly Folks

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<p>PRODUCE Local grown Can. No. 1 Grade</p> <p>Ontario Potatoes 10 lb. bag .69</p> <p>Sweet and juicy California Oranges 11 3/4 1.89 doz.</p> <p>Crisp Fla. grown produce U.S.A. No. 1 Celery Stalks .69 ea.</p> <p>Long green slicers Can. No. 1 seedless Cucumbers .69 ea.</p> <p>Fresh tasty Cole Slaw 8 oz. pkg. .39</p>	<p>Rich's frozen Coffee Rich 16 oz. 3/.89</p>
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<p>Birdseye Cool Whip 1 litre .99</p> <p>Bluewater thrift pack Fish & Chips 32 oz. 1.98</p> <p>Sunny frozen Orange Drink 12 1/2 oz. .49</p>	<p>Apple Turnovers Weston reg. .83 .73</p> <p>Jam Turnovers Weston reg. .83 .73</p> <p>Brown-n-Serve Rolls Weston reg. .69 12's .63</p>
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<p>Mother Parker Instant Hot Chocolate 2 lb. 2.49</p> <p>Milk bone dry medium 37 oz. 1.15</p> <p>Dog Biscuits 1.15</p> <p>Van Camp Orange Flavour Crystals 4 1/2 3" poly pack .39</p> <p>Beans with Pork 14 fl. oz. 1.69</p> <p>Mazola Cooking Oil 750 ml 1.98</p> <p>Skippy Creamy Peanut Butter 2 lb. 1.19</p> <p>Post Sugar Crisp 400 g 1.43</p> <p>Choi Boy R Deo 17 oz 4/1.00</p> <p>Pepperoni Pizza (meat & meat dinners excluded) 4 1/2 4/1.00</p> <p>Heinz Assorted Nine Lives 6 1/2 4/1.00</p> <p>Strained Food 4 1/2 4/1.00</p> <p>Assorted Nine Lives 6 1/2 4/1.00</p> <p>Cat Food Libby (in tomato sauce) Spaghetti, Alphabeti, Zoodles 19 oz. .55</p> <p>Libby Tomato Juice 10 1/2 3/.89</p> <p>Cindy Lemon or Pink Liquid Detergent 32 fl. oz. .75</p> <p>Palonda crushed, sliced or tidbits Pineapple 19 fl. oz. .59</p>	<p>Palonda Mandarin Oranges 10 fl. oz. .55</p> <p>Ragu plain, meat or mushroom Spaghetti Sauce 14 fl. oz. .68</p> <p>Golden Bell Soft Margarine 1 lb. .69</p> <p>Assorted Neilson Country Crisp Bars Asst Neilson Will-O-Pak 9 oz. 1.19</p> <p>Candies Asst. Duncan Hines Country Recipe 520 g. .89</p> <p>Cake Mixes Foodland 4/.99</p> <p>Cat Food Foodland sweetened or unsweetened 48 fl. oz. .79</p> <p>Grapefruit Juice Foodland sweetened or unsweetened 48 fl. oz. .79</p> <p>Orange Juice Foodland choice 28 fl. oz. .59</p> <p>Tomatoes China Lily Beans Sprouts 19 fl. oz. .49</p> <p>China Lily Chow Mein Chinese Noodles 4 oz. .57</p> <p>China Lily Soya Sauce 5 fl. oz. .49</p> <p>Listermint Mouthwash 16 oz. 1.89</p>
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The Friendly Folks at **FOODLAND**