

HALTON'S PEOPLE

Designer wants Acton on fashion map

By MAGGIE HANNAH Herald staff writer At this point in time, the town of Acton is not thought of in the same breath as cities like New York, London and Paris when it comes to fashion.

She is a fashion consultant as well as a designer and for that reason she can look at a customer and go directly to a dress suitable for her on her racks.

"I know what suits people," she says. "I know anatomy and bone structure so I know what a customer will look well in. That's my job".

Today's fashions are here to stay for a long time, she feels. They are made from washable fabrics so that women don't have to worry about dry cleaning bills and this makes them very wearable.

Acton fashion designer Phyllis Jamieson thinks the fact that women are ignoring the traditionally feminine look is driving men to wear longer hair and jewelry.

"Men demand femininity. It's part of their psychological makeup. That's why they're wearing their hair long and wearing jewelry. If they don't get that femininity from their own women then they're going to look somewhere else," she tells women.

Mrs. Jamieson, the owner of Gayna Fashions on Main Street in Acton, has been in the fashion business for 37 years. She was born in Swansea, England but spent much of her youth in London.

British doctors found many women were having serious medical problems as a result of the extremely short skirts and eventually came to clothiers asking them to see what they could do to change the situation.

She was working for Mary Quant at that time and they came up with the maxi look for the Dolly sisters.

She felt like she was being taken to the ends of the earth, she laughs, but once she saw Roekwood she agreed with her son's opinion and bought a home there.

"You see this dress," she says of a grey-beige two-piece knit. "The neck has a crystal pleated ruffle on the band and

One dress for which Mrs. Jamieson has received a number of design awards can be converted to fit women from size 7 to size 24.

Mrs. Jamieson opened her shop in August and carries her own designs as well as those of other manufacturers.

Mrs. Jamieson also co-ordinates wedding for Eatons and says she will perform free the same service for her customers at her Acton store as professional wedding consultants give for big prices.

High school students are beginning to realize how extensive her fashion background is and she has been able to steer several local girls to places willing to train them in modelling and other aspects of

Copying designs is very common and Mrs. Jamieson hints at a number of times when the law has gotten involved in disputes over just who designed what.

Mrs. Jamieson's decision to set up a business in Acton was a coincidental affair than a deliberately planned venture.

"My son told me he had found the garden of Eden and wanted me to come and see it," she explains. "It's all rocks, and water and lovely white birch trees", he said. "You've got to come and see it".

She stopped in to see Terry Gwyer, the store's former owner and an old friend whom she has known since they were both young in the same part of England.

"Terry said he was fed up with the place and wanted to sell his store," she laughs. "I said I was going crazy sitting home alone with my dog and my budgie so I'd buy it. It was that simple and that fast".

Mr. Gwyer hadn't much faith in the notion and tried to dissuade her by warning her that all Acton women ever wore was slacks and she'd never make a go of such a business in such a small town.

While Acton women do shop in her store she does not serve just Acton. Her customers have followed her and drive to her from Kingston and Mississauga.

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an dignitary when Prince Charles' was officially made the Prince of Wales. It was a turquoise creation trimmed with beadwork on the sleeves and topped with a matching hat in graduates shades of turquoise chiffon.

Mrs. Jamieson's family is not something she talks about freely although her very reticence shows how deeply they matter to her and how she guards their privacy.

It is her eldest child, Gayna, however, who sparked her to concentrate her fashion training on designing.

LOVE DESIGN "When she was little you couldn't buy clothes to dress a spastic child," she says.

The love of designing grew from that until today she admits that the satisfaction she gets from her career is in seeing her customers look good.

"I love what I do," she says. "It's a woman's birthright to look beautiful and feminine regardless of age, race, creed, or colour. I feel like an artist with a paintbrush.

"Don't let fashion dictate to you," she advises women. "You take from fashion what suits you and you won't have a closet full of clothes you can't wear. Nor does it have to cost a fortune to make you look beautiful".

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Phyllis Jamieson, owner of Gayna Fashions, Main Street South, Acton, models one of her own creations at a fashion show in Acton High School recently. Mrs. Jamieson has

been a fashion consultant and designer for 37 years. She designed all the clothes shown at the show and carries her own line in the store.

Legion's pipe dream becomes a reality, club readies for 1980

Herald special Three months ago, the Acton Legion Pipe Band was more pipe dream than pipe band; today more than 40 members practice every Sunday to make the dream a reality.

Comprised mainly of youngsters, most of whom didn't know how to play when they started, the band is aiming for the summer of 1980 to make its

first appearance on the street. The band was conceived by Legion President John Goy, and Alex Richards, a drumming instructor with 30 years experience, including time in the Canadian Black Watch.

The men then contacted John Bottomley a piping instructor who plays in the Guelph Pipe Band and the ball was rolling.

LOCAL BAND The band unlike most Legion bands, is meant to be an entirely local band, not draw-

ing on outside sources for players.

With this sort of limitation, the two instructors felt they would be lucky to get 18 people registered. Acton's strong Scottish background proved itself and they got 40 members.

Acton supported its own pipe band for many years, only losing it when both instructors moved out of town. Since that time, about 15 years ago, local pipers and drummers have had to go out of town if they wanted to play.

Organizers of the new band hope they can take up where the old band left off.

"We thought there was a lot of interest in town for a pipe band and the registration bore us out," said Bottomley. Running a class of 40 people instead of 18 meant the instructors needed some extra help.

They found another piping instructor in Scott Malcolm, an Acton high school student who plays in the Guelph Pipe Band.

YOUNG AND OLD Although the pipe band was originally seen as a project for youth some adults have already joined the ranks.

All are progressing rapidly through the earlier exercises and could be playing their first tunes soon.

Right now the pipers work on small practice chanters instead of full bagpipes while the drummers pound away on small rubber pads in a separate corner of the Legion banquet hall.

"It's really great to see how some of these kids are coming along," said Mr. Richards. "You can just see their wrists start to go".

The same is true on the other side of the room. The pipers are split into two groups and instructors rotate between working with individual players and getting the players in each group to play together.

"The whole idea is that we have to play together to be a band," explained Mr. Malcolm. "We might as well get started now".

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BAND COMMITTEE All three instructors are part of the band committee which runs the band business and reports to the Legion on its activities.

The committee's main aim is fund raising. It has prepared a list of all possible money making ideas which include running a St. Andrew's Day dance, a 50-50 draw, raffling a trip to the Edinburgh Tattoo, and running a concession stand at the Speyside Highland Games and the Acton Fall Fair.

The committee realizes that money is going to be the band's biggest problem as it works towards producing a band for the fall fair parade. Meanwhile, 40 potential players are practicing every Sunday to give Acton its own pipe band.



PROUD PIPER

John Bottomley of Acton, instructor of the community's new pipe band, took second place honors in Ploabairchd, or classical bagpipe music, at last summer's Fergus Highland Games, as well as another second place in the North American amateur piping championships held near Ottawa last year.

FORMER OWNER

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very interested since the grocery shopping is usually a woman's job," she said, "but they are interested. Whether they help with the shopping or whether they just realize how much of their paycheques go towards food I don't know. Whatever it is they support our efforts to get food prices down".

Mrs. Napier said that she would even support changing the name from Women Against Rising Prices to War Against Rising Prices if it would induce more men to support them.

The women in Brampton get together each week and determine which items will go on their boycott list for a few weeks. The list is then spread among the groups and released to the media so that the public may support the boycott too.

Items are put on the boycott list as a result of research done by women in various centres across the country. For example, last week canned fish went on the list because Ottawa women found prices on that item had jumped significantly while more expensive meats were being boycotted.

Since there appeared to be no good reason for the price increase they asked that it be added to the list. A similar situation developed earlier with the price of tea when coffee was being boycotted and so tea was added to the list.

ORANGE CROP "They only boycott prices that rise significantly for no apparent reason", Mrs. Napier said. "For instance, if Florida had a spell of bad weather and all the farmers lost their orange crop you know the price of oranges is going to rise and you know the reason. You can accept it. But

Women wage war on rising prices, organize boycott of grocery stores

Women Against Rising Prices (WARP) a group first begun in Brampton about six weeks ago to organize weekly food boycotts has spread to Halton Hills.

Ellen Napier is spearheading a group in Georgetown while Barbara Edmundson has been working in the Acton area. Since both groups are brand new the women have agreed to organize a meeting somewhere that women from both communities can attend and to determine how much local support the group has.

"You feel silly saying you're organizing a group when you don't know how many members are in it," Mrs. Edmundson said. "I know all the people I talk to about it say they are supporting the boycotts but I really have no idea how many others are involved too".

Mrs. Napier said a surprising number of men have offered support to the group's efforts.

ALSO INTERESTED "You expect they won't be



BARBARA EDMUNDSON

talk shows if an invited guest fails to show up and no other replacement is available.

FREE SHOW One of her designs known as Liza Minelli was chosen by Sarah Coventry jewelry manufacturers to be worn by the model on their latest brochure.

Mrs. Jamieson treated Acton women to a free fashion show in the high school recently in an effort to raise their interest in fashions. She was happy to find 600 women interested in her efforts to entertain them and has high praise for the girls who modelled for her.

Sarah Coventry jewelry also presented door prizes and Caroline Nurseries did the floral arrangements for her show.

results can be achieved and join them.

Brampton women were told by a butcher from an unnamed supermarket that the store had freezers full of high-priced meats that they couldn't get rid of because WARP was boycotting meats priced at more than \$1.75 a pound.

Someone else was told by an employee at a Brampton abattoir that the place was unable to slaughter the usual number of cattle since the stores couldn't get rid of the normal amount of meat.

While these are rumours that are difficult to confirm the fact that wholesalers dropped meat prices 5c while retailers

dropped it 20c last week seems to offer the members of WARP more concrete hope that their scheme is working.

WARP began in Brampton about six weeks ago and branches have sprung up all over the country. No one knows how many people are supporting the boycotts. All organizers know is that they seem to have started a very widespread, well-accepted attack on spiralling food costs.

WARP is boycotting these items for the week of April 11 to 18: all meats over \$1.75 per pound. Imported cheese, salad dressings and mayonnaise, bananas, grapefruit, tea, canned ravioli and cookies.

When something jumps 10 or 15 cents and you can't see a reason it makes you furious".

Mrs. Edmundson said that items on the list are rotated so that no one item stays on too long.

"People will put up without something for a short time," she said, "but we all have our favourite foods and we won't go without something indefinitely. You can do without a roast for a couple of weeks, for example, but if they didn't take it off the list so you can buy one by the third week you'd get so hungry for a good meal you'd ignore the boycott and buy one anyway. Then the boycott would lose its effectiveness".

Thus those planning the boycott items give major items like meat an occasional week off the list so that members can stock up to tide themselves over the boycott weeks.

WARP members feel that their boycott is working already and will become increasingly effective as others see what

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About the Hills

Drivers needed

Helping Hands is again in desperate need of volunteer drivers to help transport four residents to Toronto General or Toronto Western Hospital for dialysis treatment twice a week. The patients must be taken down Wednesdays and Saturdays to arrive by 9:30 to 10 a.m. and will be ready to return on Thursdays and Saturdays. A generous transportation allowance will be paid by the hospital. Interested drivers can call Barb Stephens at 877-5920.

GARA meeting

The Georgetown Area Ratepayers Association will hold its annual meeting in the Georgetown District High School cafeteria tonight (April 11) at 8 p.m. Election of the group's executive will be the first order of business followed by a slide presentation on Georgetown presented by Ward 3 councillor John McDonald.

GLT wins award

Georgetown Little Theatre earned an award for excellence in front of house and program design for its 1979 festival entry, When We Are Married. The production was also among the five nominees for the Best Visual Presentation award and the Best Production award.