



**GIVING GENEROUSLY**

The long line-ups started after 5 p.m. as donors arrived at the Acton Legion Hall to roll up their sleeves. There were 146 donors at the Red Cross clinic held in the Mill Street West Hall, and 123 pints of blood were collected. It was Al McKerracher's 41st pint of blood and he said he'd never had to wait as long as he did Monday night to give blood. Nurse Dorothy Turner kept an eye on her Acton donor. Nurses said the turnout of people had been more than they'd been expecting.

(Herald photo)

**Shrewd marketing, not 'geniuses' key to enjoyable bargains, reader says**

To the editor of The Herald:

Each month, consumer protection agencies fill a basket with the most common items of groceries. Then they report the increase in price to the consumer.

This does not slow down the process of rising costs. In contrast it prepares us for the next price increase. We then accept the idea that food prices rise continually. Unless they make a mistake and buy the food at a store where prices are lower, we will probably remain convinced indefinitely that food prices must rise.

The situation in home entertainment equipment is quite different. If the "baskets" were filled each month with TV and stereo, a price decrease would be reported. I made a price comparison between now and seven years ago and surprised myself. If you took the most common items of home entertainment in a well equipped home, you would find a list of major items something like this, - a 26 inch color TV, a 20 inch color TV, a stereo tuner, an amp of 25 watts, a tape deck, a direct drive turntable, and speakers. This representative "basket" would cost about \$2,350 at today's competitive prices. This would be the total of average discounted prices, about 15 per cent below manufacturer's suggested list prices.

Now find the "nearest equivalent" items in the 1975-76 price lists and you would total the items at about \$3,168. Discounted at

the same 15 per cent for true comparison, this calculates at \$2,693. The DECREASE in today's price is a little more than 14 per cent after seven years. The span of seven years is approximately the time it takes to double wages and prices at an 11 per cent inflation rate. Compare then a minus 14 per cent for TV and stereo against plus 100 per cent for other items.

Is there a secret shared by geniuses in the economic world? There is no secret since it occurs year after year, and no genius is required.

Many respectable economists writing articles today are on the same theme - productivity. This vital productivity in the marketing of TV and stereo is apparent at all levels, from drawing board to delivery to the home. Most surprising are Canadian speakers, with improved quality costing much less.

The basket of food idea is not a true indication of what we can do. It is a barometer of what we can be made to accept, the unacceptable inflation. We can be made to accept the idea that inflation cannot be beaten, while seeing it beaten if only in one sector of the marketplace. There

seems to be a changing attitude among people I see every day. They are beginning to wonder as

they should, if there may be a simple answer to inflation. There has to be. We in the TV and stereo trade are not geniuses. They are the other guys. Earl Ryder, Ryder's T.V.



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Evening Classes	Mon. & Wed. Evening 7:15 to 8:15 or 8:30 to 9:30	Mon. at Gordon Alcott Wed. at Cedarvale Cost: \$45 - 2 classes per wk. for 10 weeks
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Morning Classes	"OVER 50 PROGRAM" Tues. & Thurs. Mornings 10:30 to 11:00	Cost: \$25 - 2 classes per wk. for 10 weeks. <small>Both programs at St. John's United Church</small>
	Thurs. Evenings 7:15 to 8:15 or 8:30 to 9:30	Gordon Alcott Arena Cost: \$25 - 1 class per wk. for 10 weeks.

For Further Information: LAURIE BURNS  
451-0327 (after 6 p.m.)

**Media to get glimpse of tours**

Members of the Halton and area media will get a preview Sept. 29 of the kind of bus tours through north Halton that tourists may be enjoying in the future.

presenting a proposed bus tour itinerary of north Halton's attractions.

Toronto media as well as local have been invited to tour the area Sept. 29 prior to the official opening of the Artisans' Crafts Mall in Acton's Old Hide House by deputy tourism minister John Laschinger. Mr. Laschinger's ministry is springing for the bus which will carry reporters and photograph-

ers around north Halton during the afternoon.

Lunch will be provided by Chudleigh's Apple Farm south of Acton and a reception follows compliments of the Hide House and its Jack Tanner's Table restaurant.

As well as the Agricul-

tural Museum and Chudleigh's, the tour will take in other Association member businesses like Milton's Heritage Inn and Halton County Radial Railway, Pine Valley Farms in Norval, the Georgetown Motor Inn and Scheiders Reliable

Sweets in Rockwood.

Continuing to push north Halton as a potential tourist attraction, the Association is publishing a 12-page directory, complete with centrefold map, for mass distribution throughout Halton and Peel Oct. 6.

**Hornby a hamlet?**

**Plan talks continue**

Continued from page A3 residents has asked council to consider Hornby for hamlet status under the plan, a move which would allow larger scale development there.

of 40,000 people, Mascan says it could take as long as six years for the expansion to be designed by engineers and approved by the province's environment ministry.

**RURAL CLUSTER**  
Mr. Walker told council that Hornby should remain classified a "rural cluster" under the new plan, arguing that considering Hornby's small size, hamlet status would be "premature".

**POLICY FAILS**  
Glen Williams resident John Minns continued efforts to have the plan changed regarding policies for hydro corridors. He is concerned that policies outlined in the plan fail to protect the town from arbitrary rulings of the provincial government seeking to establish utility corridors in Halton Hills.

Raising concerns echoed by other developers with land holdings south of Silver Creek in Georgetown, Mascan Corporation suggested the town amend its official plan to allow new housing development to get underway as soon as possible.

Mascan (formerly Focal Properties) maintains that there is enough sewage capacity remaining in the Georgetown sewage treatment plant to allow development to begin in the area recently included in Georgetown's redesigned urban area.

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