

Outlook on Lifestyle

Lots of action at CNE

The Canadian National Exhibition is out to prove there's still a lot of life in her 109-year-old form.

When the gates open here Aug. 19 to welcome the first of more than two million expected visitors for the 1987 fair's 20-day run, there will be a taste of the new along with traditions of old - from the Princes' Gate onward.

A new Winged Goddess of Victory will replace the weather-beaten original statue which has sat atop the fairground's Princes' Gate entrance for 60 years to welcome visitors from across the country and around the world.

While the CNE attempts to keep its reputation as the country's greatest national fair, Ontario residents make up the bulk of both competitors and spectators.

About 9,000 livestock exhibitors have registered for this year's fair with 80 per cent coming from Ontario.

Provincial competitors come for all reasons, from New Liskeard horseman Porky Walters, showing his champion stallions, to Hanover's Verma Nibler, returning to the sheep shearing competition.

The usual diversity of horse, cattle, and other livestock shows will be bolstered by the National Goat

Show, held this year in conjunction with the CNE.

BUTTER SCULPTING
Ontario College of Art students take part in one of the most unique of agricultural competitions, a butter sculpting competition.

The champion for the past two years, Katy Berggren of Niagara Falls, has graduated and won't be defending her crown.

Ontario fair queens representatives of 113 agricultural fairs take to the bandshell stage on the fair's opening night, competing for the Miss CNE title. New Hamburg's Deber Nizal will hand her Miss CNE title to this year's winner, who will become the fair's official ambassador for the coming year.

Young queens are involved in a second competition - the crowning of the Ontario Dairy Princess. County queens spend seven fair evenings delighting city dwellers and other spectators with a marketing demonstration. The highlight of the party is to decide who will become the Ontario Milk Marketing Board's newest queen.

More than 1,000 Ontario baseball players are expected to catch attention during five separate baseball competitions during the fair, ranging from T-ball to slowpitch.

This year, the CNE marketing campaign is concentrating on the immediate Toronto and southern Ontario market, which marketing director David Marskell says is the fair's bread and butter.

Efforts have been made to remind out-of-province residents of the CNE's existence, with advertisements placed in specialty publications, such as agricultural, sports and exhibition magazines, says Marskell, but no extensive out-of-province campaign is planned.

To attract teenagers, Marskell says the CNE's advertising campaign is emphasizing events such as national youth talent search finals, a non-alcoholic teen nightclub, and a battle of the bands competition.

NEW FEATURES
In an effort to consolidate its immediate market, CNE organizers are launching some new features.

For the first time since the mid 1960s, the CNE is playing host to a guest country, China, and incorporating its trade exhibits, performers, tourism attractions, and music as part of this year's theme.

Exhibition Place general manager Bill Stockwell says the emphasis on China is this year's CNE highlight. It also marks a return to the CNE's roots, he says, adding that it is a trend which he wants to continue in future years.

Stockwell predicts attendance this year will top two million again and may reach 2.5 million, although, as always, the weather will be a deciding factor. Last year's attendance was about 2.7 million.

Annual attractions which continue this year include the Canadian International Airshow, with the Canadian Armed Forces Snowbirds and the British Airways Concorde jet and CNE grandstand performances.

Other attractions include the Hockey Hall of Fame, the international wood carving exhibition, grounds entertainment with rides, games and strolling entertainers, a dog swim race billed as the world's largest, and the Aquarama water skiing show.

Ashgrove Women's Institute

By MARION HUNTER

The Ashgrove Women's Institute began the 1987-88 season at the home of Mrs. Mildred Blackett on Tuesday evening, Aug. 18 with the Ashgrove 4H girls in attendance.

The meeting, with the president Mrs. Doreen Wickson presiding, was opened by way of a change with the 4H pledge and before lunch the 4H grace was used.

Roll-call was answered by naming your favorite "away from home meal".

The 4H leaders, Mrs. Elizabeth Wilson and Mrs. Gwen Brander, took charge of the program and conducted a "Reach For the Top" contest with the WI members and 4H girls being divided up into four groups and a play off among two groups chosen from the four. This was a fun way to be brought up to date on matters mostly relating to agriculture.

The P.R.O. report brought to the members attention an article in the Toronto paper about Senator Martha Bellish - a past president of the F.W.I.O. and how nobody bothered to ask her why she was missing from the Senate meetings last fall.

A chance meeting with a reporter broad up the information she was at the bedside of her terminally ill husband of 26 years, until his death. She went back to the Senate.

Norma Alexander gave the District Annual report. The District is looking for homes for the husband of British W.I. members to stay in during their two day visit in the Halton Region.

Reports were given by those who journeyed to North Bay for the F.W.I.O. Convention celebrating 90 years. They were Doreen Wickson, Verma Bird, Norma Alexander, Elizabeth Treviranus, Peggy Knapp and Thelma and Ed Wilkinson.

The Ladies doing "Fashions Through the Years" have three more shows coming up and then they are calling a halt. The fashion show deserves much credit to the models for donating their time and to the donors of period clothes for their generosity.

Committees for the two fairs were nominated. Verma Bird and Marion Hunter for Georgetown and Isney Bird and Pat Stark for Milton.

Mrs. Una Cunningham gave the thanks of the meeting to hostess and program participants.

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By Glenda Hughes **877-5296**

Light! Light! Light! I guess if I ever use a string of words more often, I don't know what it is. You have probably heard that the three most important factors in real estate are: location, location, location, and although I agree for the most part, I think "light" would sure give "location" a run for it's money. Showing a house that is dark inside, leaves the prospective purchaser with a gloomy feeling about that house. It is very difficult to overcome that feeling, even if we agents are great at using our imagination, the average purchaser is not.

Some of the worst problems we see, are walls with dark panelling. If you are about to ready your house for sale, and you have some walls that are covered with that devil, do yourself a favour, take it off, and just fill up the nail holes and paint the walls a nice light colour. If the walls underneath are not in good shape and you know it, just paint the panelling instead. Anything to get that dark wall out of there. Next, we have the second most popular mistake in the "light department" and that is heavy drapes on the windows. As much as I would love to tell you to take down those prize drapes, discretion is the better part of valour. However, you can open those drapes to their very widest, clean the window, and let the sun shine in. Now there is one more little trick, and it is very important! While your house is on the market, please turn on every light in the house, including in the basement, even during the day. You can do this just before you know you are going to have a "showing", but if you are going out or you work all day, you won't have the notice that is necessary to do this. I can hear you screaming now about your hydro costs, but can you honestly not justify a few extra dollars during this important time, that could well result in a faster sale? As an aside, the real estate will love you because, we spend quite a lot of time trying to find light switches, tripping over belongings in the basement as we fight for hanging cords, etc., and it looks mighty silly when we just can't locate a light switch that has been neatly hidden behind your potted palm!

Take a look around your house with new eyes, before you put it on the market, and let the sun shine in.

Homes Sold Creatively

THIS WEEK'S MORTGAGE RATES

AS OF AUGUST 18/87

	10	15	20	25	30	35	40	45	50
Bank of Nova Scotia	10	9 1/2	10 1/2	10 1/2	10 1/2	11	11 1/2	11 1/2	-
Bank of Montreal	10	9 1/2	10 1/2	10 1/2	10 1/2	11	11 1/2	11 1/2	-
Capital City Trust	9 1/2	-	10 1/2	10 1/2	11	11 1/2	11 1/2	12	-
City	10	9 1/2	10 1/2	10 1/2	11	11 1/2	11 1/2	-	-
Halton County Co. of Ontario	10 1/2	-	10 1/2	10 1/2	-	-	-	-	-
First Bank	10	9 1/2	10 1/2	10 1/2	11	11 1/2	11 1/2	12	-
Home Bank	10	9 1/2	10 1/2	10 1/2	11	11 1/2	11 1/2	-	-

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