

## More women on the road

When I was a kid, women driver jokes were the in thing.

If you're over 30, you probably remember them, too. You know, they always started with, "Did you hear the one about the woman driver who..."

Recently...

But in recent years, women have assumed a new prominence and independence, which is nowhere more evident than on the road.

Women have changed their role in society. They've entered the workforce as professionals and have broken the male-only barrier in jobs ranging from police work to politics.

Recent estimates put 50 per cent of all women in the work force — triple the number in the 1960s.

In the 70s, 35 per cent of women lived in two-car households. In the past ten years, that has almost doubled.

And, in the past dozen

years, an additional 750,000 women drivers have taken to the road.

Startling as some of these statistics are, some things don't seem to change too much. Females aged 18 to 24 remain the least likely to be licensed drivers.

That's certainly the case in my family. My 16-year-old daughter shows little interest in getting her driver's licence, although her male school mates are falling over themselves to get behind the wheel.

Women have traditionally had little serious input to the purchase of the family car. The man was usually considered the breadwinner and car-buying was his exclusive responsibility.

But today, no less than 85 per cent of women are credited with having input to the purchase process.

In fact, many women are buying their own car without formal help, except, perhaps, that provided by a sa-

lesman. Surprisingly, although the number of women drivers has soared, few have entered the car sales or maintenance departments.

Many women, though, are showing more interest than ever before in finding out what goes on under the hood.

In a recent survey, 80 per cent of the women asked said they thought seminars that explain basic auto mechanics and service schedules are a good idea, and would attend them.

More ad \$\$\$

With the obvious increase in the number of women driving and owning cars, it's likely that in the future a larger percentage of advertising dollars will be geared toward them.

Since the influence of women drivers is on the rise, it is likely that the next joke you hear will start with, "Did you hear the one about the man driver who..."



## She's done her homework!

Women are casting an ever-lengthening shadow in the automobile industry.

At last, their influence is beginning to be recognized by an industry that has traditionally been the private preserve of men.

Thanks, in part, to the Age of Consumerism that first bloomed in the late sixties, the stereotypical "little woman" and the "damsel in distress" have gone the way of the silent movies that once exploited

them. They're no longer content to ride in the passenger seat — they want to drive.

Today, a woman is just as likely to stride into the showroom and slap down \$40,000 for a sports car, as a man. And, you can bet she will

have done her homework on the make and model she has selected, before buckling up behind the wheel.

The lack of women sales personnel makes many female car shoppers uneasy.

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## English style pub operated by women features Devon tea

At the Copper Kettle Inn Restaurant, work is a family affair.

The Main Street, Glen Williams restaurant is owned by Brenda Gove who employs three staff besides herself and her husband.

Daughter Roni Gove is a cook while daughter Tracy Desantis is a waitress along with Chris Briggs. Brenda is also a waitress while managing the business. Her husband is employed at Varian as an electronic technician. For the Copper Kettle he does maintenance, the books, odd jobs and dishes.

The menu consists of English food and all different types of dishes from Great Britain. All the bread, pies and cornish pastry are home made.

New at the business is the introduction of Devon Cream Tea. The cream comes from Devon and this is the specialty of the house. Mrs. Gove took over in September of 1987 and since then there have been regular pub nights. The restaurant is being renovated to accommodate more of a pub atmosphere, but the tradition in which the restaurant was built will not be changed.

The business, which is run by women, is still small enough and close knit that if required, employees' family and friends will help out when things get busy.

The goal of the restaurant is to bring a bit of England to Glen Williams and let people experience exactly how a pub in England would look like. "If you can't get it in England, she doesn't sell it," is the motto.

Aside from pub nights, the restaurant has what is called "phone in lunches". People can

phone in from a menu their lunch order and book it to be ready at the time they arrive. There are also take-out services.

The clientele is changing, said owner Mrs. Gove. Most of patrons used to be tourists, but more and more local businessmen are coming in for lunches.



BRENDA GOVE

Mrs. Gove and her family are from Devon, England and they came to Canada six years ago. Her dream was to own her own little restaurant.

The owner opened the restaurant with the money left to her by her mother when she passed away. Her mother's tradition in the way she runs the business is now carried on.

The Gove family consists of three daughters, one son and a husband. Without the support of the family the owner says she couldn't manage to continue.

Mrs. Gove has waitressed for 30 years and loves to meet people and to really get to know her customers and make them feel at home. Surprisingly, Mrs. Gove never drinks tea. This seems to amuse her customers who find it strange the owner of a tea room doesn't drink tea!

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