

EDITORIAL

The First Christmas

In those days a decree went out from Emperor Augustus that all the world should be registered. This was the first registration and was taken while Quirinius was governor of Syria. All went to their towns to be registered. Joseph also went from the town of Nazareth in Galilee to Judea, to the city of David called Bethlehem, because he was descended from the house and family of David. He went to be registered with Mary, to whom he was engaged and was expecting a child. While they were there, the time came for her to deliver her child. And she gave birth to her firstborn son and wrapped him in bands of cloth, and laid him in a manger, because there was no place for them in the inn.

In that region there were shepherds living in the fields, keeping watch over their flock by night. Then an angel of the Lord stood before them, and the glory of the Lord shone around them, and they were terrified. But the angel said to them "Do not be afraid; for see- I am bringing you good news of great joy for all the people; to you born this day in the city of David a Saviour, who is the Messiah, the Lord. This will be a sign for you: you will find a child wrapped in bands of cloth and lying in a manger." And suddenly there was with the angel a multitude of heavenly host, praising God and saying "Glory to God in the highest heaven and on earth peace among those whom he favours!"

When the angels had left them and gone into heaven, the shepherds said to one another, "Let us go now to Bethlehem and see this thing that has taken place, which the Lord has made known to us." So they went with haste and found Mary and Joseph, and the child lying in the manger.

- Luke 2:1-16



Instant gratification?

There is a new term that is growing rapidly. I'm sure in no time it will be a part of Webster's Dictionary. It is "drive-thru rage." We have a lot of rages. Rage is a very popular term, especially at Christmas when some people have a tendency to have a shorter fuse than the rest of the year, leading to explosions of rage..

Fast-food restaurants are losing their "fast" as up to 70 per cent of their business (of those with drive thru's) comes from drive-thru customers. We are a society with rage and a society of those who feel entitled to having things happen instantly. We want and demand speedy everything. We have instant news with the Internet and multi-media, so, of course we expect a drive-thru to expedite our order in a time appropriate manner. We do not expect to wait, and we want what we want when we want it. We are entitled to it. We are the generation of entitled to.

The drive-thru restaurant actually has origins back in 1931, although the first one is officially claimed to have been in 1948 in California. I'm sure the original concept was great, and just a sign of the times when Canada and America took to their cars for pleasure drives. It was fun, and a



By **Angela Tyler**

treat to go to a restaurant with a drive-thru to get a meal.

Now, it is a necessity for some. What would we do on the way to our hour-long commute to the big city without our drive-thru piping hot coffee that comes with a warning that it is extremely hot?

The problem is that we weren't the only one that needed that coffee. "breakfast sandwich." We were entitled to choice, but we still didn't want to wait. We want everything instantly. The quicker the person tried to receive your order or process it, the chances of errors increased.

Enter the age of electronic screens to follow your instructions and the dual computer systems at each drive-thru window for the processing people. Yet, again things were not quick enough. We knew that because some "fast food" drive-thru's started tracking their time. You, the customer, could actually watch the clock tick as they hurried your order to you. Hopefully the order was the right one.

However, once again, our de-

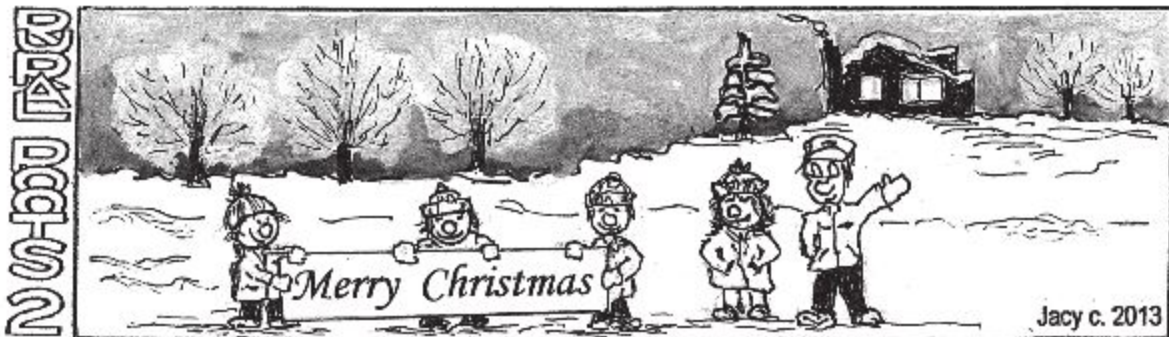
mands were not being handed to us fast enough. We became upset. Some became so upset they turned to violence that injured a drive-thru employee. Some became belligerent when they could not get chicken nuggets for breakfast. It may sound crazy, yet with a quick Internet search for instant answers for fast food rage, an answer within seconds produced almost one million possibility. Yes...one million.

The consumer is angry. The consumer is entitled to choice. The consumer demands immediate food and/or drink. The fast food restaurant created its own worst enemy when it created the drive-thru. As the saying goes they're damned if they do; damned if they don't. To "do", they are now trying to process us through picture boards instead of menus and multi-lanes to improve traffic flow.

While they do their bit to make drive-thru lanes go faster I have my own way of getting my coffee incredibly fast while staying in the comforts of my truck...I bring it from home. I got a Keurig and it gives me any coffee I want, whenever I want it and perfectly because I am entitled to it. My problem is solved...how about yours?



Ho, Ho, Ho! - Submitted photo



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PUBLISHING LTD.

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Acton, Ontario L7J 2N2
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Distributed to every home in Acton and area, as well as adjoining communities.

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