

# EDITORIAL

with Frances Niblock

## Plain speaking

As someone who likes to call a spade and spade, and would prefer to use five-cent words, not \$5 words, Canada Post provided some much-needed levity this week when a spokesperson explained that the absence of an "ergonomic assistant" was the cause of mail delivery delays in rural Rockwood.

A mail carrier who recently took over the rural route east of Rockwood, apparently quit because of a health and safety issue because the route did not have an "ergonomic assistant" – someone who rides with the rural mail carrier and actually puts the mail into the mailboxes so the driver doesn't have to ride the centre of their vehicle to deliver the mail through the passenger window.

Canada Post has criteria to determine if a route warrants an ergonomic assistant, and after a review, one was assigned to the Rockwood route in question.

While employee safety should be paramount, surely, from a marketing point of view, calling a mail delivery helper an "ergonomic assistant" is linguistic overkill, which many believe adds to the cost of a stamp.

In the spirit of Canada Post-speak, how about: store clerks – retail associates, paper boys – pulp and paper disseminators, or this publication – *Consequences of Erudite Vernacular Utilized Irrespective of Necessity: Problems with Using Long Words Needlessly*, by Daniel Oppenheimer, which looks at why people admit to deliberately increasing the complexity of their vocabulary to give the impression of intelligence.

## Looking Back



### Ten Years Ago

• Dufferin Aggregates inked a deal to purchase the Acton quarry, an asset of Lafarge SA, and it was "business as usual" for the 80-odd employees at the limestone quarry.

• Approval of \$15,200 for lighting at the Georgetown skate board park rankled some Acton parents who want a similar facility in Acton.

• Acton IGA begins to plan for its move from its downtown location to a new store in Acton East. Pharma Plus announced it will open a drug store in the new plaza.

### Five Years Ago

• Acton's new federally-supported Employment Resource Centre officially opened on Mill Street, offering a wide range of job search help.

• Acton cartoonist/illustrator Lar deSouza earned first and second place awards at a National Caricaturists Network convention in Florida.

• Acton's Walterina and Bill Sikora celebrated their 75th anniversary with a family party. They married in Kirkland Lake on October 18, 1931.



**SPEAKERS' SERIES:** Toronto lawyer Clayton Powell and his crime reporter/author daughter Betsy Powell (left), who works for the Toronto Star, kept a large crowd spellbound with their career tales on Sunday as part of the Absolutely Acton Speakers' Series, staged at the Acton Town Hall Centre, hosted by Heritage Acton member Tracey Tyler. – Ted Tyler photo



## Your best partner in the fight against breast cancer

Breast cancer is the most frequently diagnosed cancer in Canadian women. We estimate 23,200 women in Canada will be diagnosed with breast cancer and 5,300 women will die from the disease in 2011.

The Canadian Cancer Society fights back against cancer by leading breast cancer prevention initiatives, offering information and support services for breast cancer patients and their families, funding world-class breast cancer research and advocating for cancer-related issues.

### Prevention

We fight breast cancer by doing everything we can to prevent cancer from ever happening in the first place. As part of our mission work, we create awareness of the Ontario Breast Screening Program and educate women about breast screening through

our Thingamabooob tool.

### Take action!

Did you know mammograms save lives by detecting the disease early when it's most treatable? If you're a woman 50 to 69 years old, fight back against breast cancer by getting a mammogram every two years. Talk to your healthcare professional or call the Ontario Breast Screening Program today at 1-800-668-9304 to book your own appointment.

### Services

The Society cares about women living with breast cancer and their families. Our information and support services have been proven to decrease anxiety and increase people's ability to cope with cancer. If you know someone who is living with breast cancer, either as a patient or caregiver be sure to tell them about our free information

and support services.

### Research

This year, the Canadian Cancer Society is investing \$2.7 million to support world-class breast cancer research. Recently, two of our groundbreaking breast cancer clinical trials made news headlines because they will change how breast cancer is prevented and treated around the world.

Our first study related to preventing breast cancer in women who are at increased risk for the disease. For these women our study found that the drug Exemestane reduces their risk of developing the disease by 65 per cent.

The second study related to the treatment of breast cancer. Our study found that additional radiation treatment reduces risk of reoccurrence for women with early breast cancer.

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