

GRAPEVINE

Zions rules Fairy Lake

Looks like it would take a Titanic-like event to prevent members of the Zions Construction team from paddling away with all the prizes at the Crazy Canoe Race. While the Acton Soccer Club team, entered in the goofy team competition, showed great creativity and ingenuity in their canoeing attire, they were out-muscled by the Zions team, which has cleaned up every year since the canoe races began four years ago. Zions teams also placed first and second in the 2-man obstacle race. They received a plaque and paddle, courtesy of Canoe Country, for their courier du bois-like skills.

House proud

It was hard to tell who was happier - Heather Monk or her four daughters - when Monk's name was drawn in the raffle for the child's playhouse on Sunday at the fair. The playhouse was donated to the Acton Agricultural Society's building fund by Zions Construction and Peter Zions described Monk as "excited and ecstatic" with the win. (Zions was relieved the playhouse wasn't won by one man who wanted it for an ice fishing hut.)

Monk, a former Acton resident who now lives in Hillsburgh, bought her ticket the day of the draw and was on hand in the crowd to claim her prize.

Zions, who said he'd consider donating another playhouse to the building fund, will deliver the playhouse to Monk's eager children later this week.

Ticket sales on the playhouse raised \$7,850 for the Acton Agricultural Society.

Champion Contessa

A very rare pony, one of only five in North America, strutted

her stuff during several classes of the Hunter horse show on Sunday. Gibside Contessa, owned by Piotrowski family of Alton and ridden by daughter Alicja, 11, is a Fell pony, descended from the Vikings and used by the British as pack horses. Last month, the stocky pony, with a luxuriant tail and coat and calm demeanor, was named pleasure driving grand champion at the Canadian carriage driving competition. Fell ponies are on the endangered species list.

Cud-chewing star

A fat lip, possibly from an insect, forced budding movie star Ernie the camel to cut short his appearance at the Ken-Jen Petting Zoo on Saturday. Ernie, who can be seen in the newly released movie, *A Map of the World* with Sigourney Weaver, was given the rest of the day off after his face began to swell alarmingly.

Trooper that he is, Ernie was back on Sunday to greet the steady throng of kids and parents who visited the ever-popular petting zoo. Ernie will also be featured in a made-for-TV movie, *Rated X*, starring Charlie Sheen and brother Emilio Estevez.

Cute & Cuddly

There were sleepy babies in sailor

suits and heirloom dresses at the 37th edition of the baby show on Saturday. This year, each contestant - there were 46 entrants - was a winner and received a gift bag that included a baby toy, spoon, soother and disposable camera. As proud parents and grandparents held their breath, judges made impossible decisions and awarded ribbons in four categories.

Nolan and Jacob McGilivray took first place in the twin's category. Riley Constable and Samantha Burton took firsts in the 12-to-18 month category and Evan Lawrence and Melissa Maltby were red-ribbon winners in the 7-to-12 months group. Eric McCowan and Brianna Domin won in the 3-to-7 month category and Zachery Bourne and Payton Fraser were the newborn to 3-month-old winners.

Lifetime members

Three veteran fair volunteers were made life members of the Acton Agricultural Society on Friday night at the opening ceremony of the 87th edition of the fair. In thanking Nancy Cook, Don Swackhammer and Norm Shea for their decades of hard work, fellow life member Bill Nelles joked the award would save them money.

"For all the years they've been working at the fair they paid a \$5 membership fee to belong and then they came and worked. Now, they can still come and work, but they don't have to pay the \$5," Nelles said as he presented a framed certificate to Norm Shea, a fair president in 1984-85.

Neither Swackhammer nor Cook was on hand to accept their awards. Swackhammer, also a past-president, was judging a horse pull. Nancy Cook was honoured for almost two decades of organizing the baby show and working with the Homecraft division.

Where's the beef?

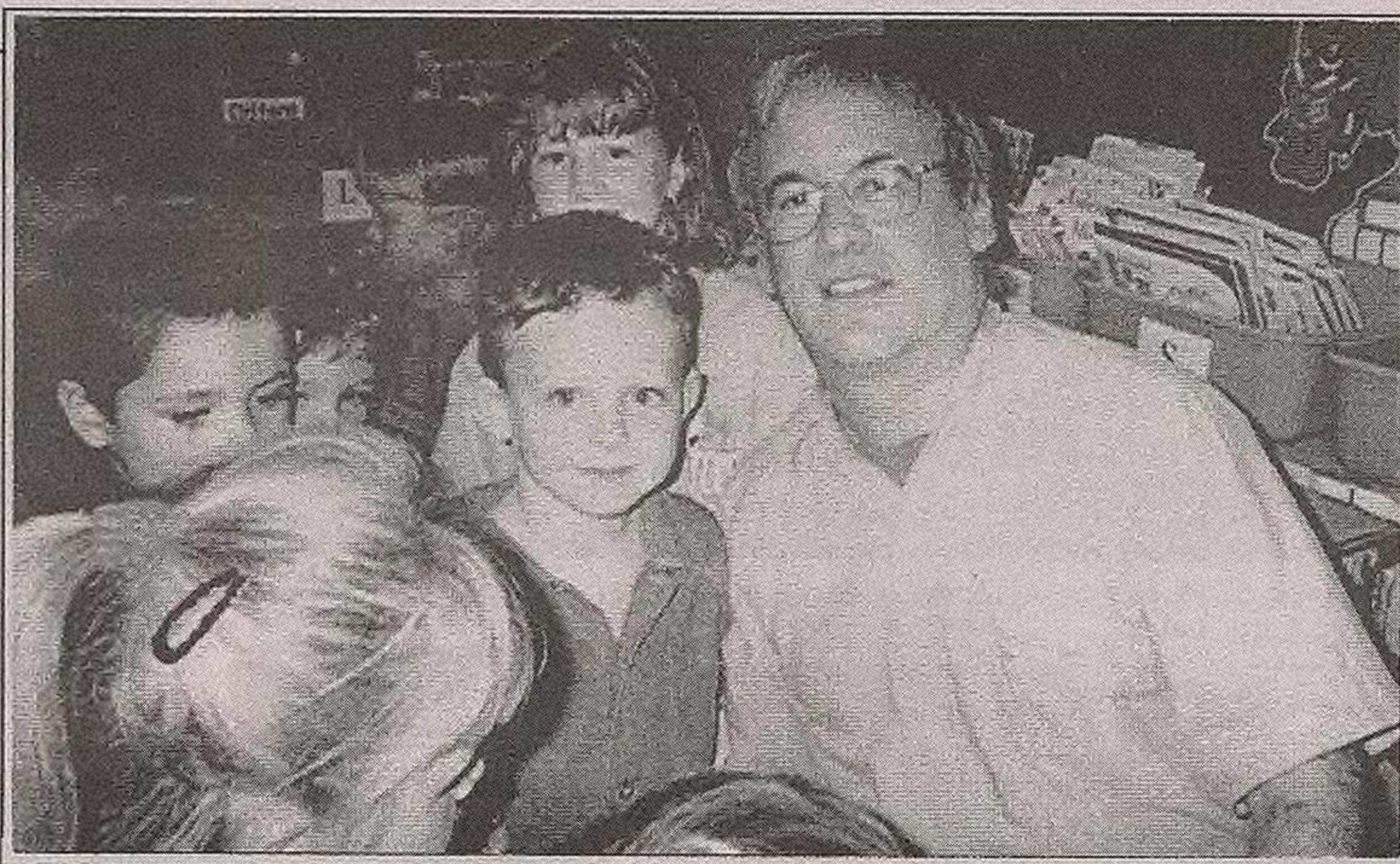
Four Acton residents, and one from Rockwood, were the lucky winners in the Rotary Club of Acton's annual beef draw at the fair. The top two winners chose to accept cash prizes, including the grand prizewinner, Dave Lewis, who collected \$1,000, not a 1,000-lb. Steer Dave was in the beer tent when his name was called and some say he immediately bought a round.

Maryanne McGrath also opted to take the cash - \$250 - instead of a 200-lb. hog for her second place prize. Third prize, a 25-lb. Turkey, went to Betty McDowell and Joan Ramsey won the 20-lb. turkey. Fourth prize, a 12-lb. turkey, went to Joyce Buchanan.

The Rotary Club's beef draw has been a popular raffle at the fair for at least 30 years. Money raised through the draw - approximately a \$500 profit this year - will be donated to local community groups.

Grey power

Congrats to members of the Acton Seniors Centre whose float featuring all of the various programs offered at the centre captured first prize in Saturday's Fair parade. Second place went to the Kinsmen Club of Acton and the Friends of Worden View, repeat winners, grabbed third place.



JUST DROPPED IN: Staff and students at St. Joseph's school were surprised Wednesday afternoon when Canadian author Robert Munsch dropped by the library for an impromptu visit. Munsch, the author of over 20 children's books, was driving through town and decided to stop by the school because he recognized the name from many letters that children at St. Joseph's have written to him over the years. Munsch told the audience of primary students four stories, including two that have not yet been published. His energy and enthusiasm entertained students and staff for over 30 minutes. It was a wonderful surprise and an afternoon the children will not soon forget. - Submitted photo

Raising a generation of consumers

Last week millions of Canadian children headed back to school, but for many of them the thrill of meeting new classmates and teachers was overshadowed by the concern about what to wear, how to accessorize and what stuff to buy.

The desire for an ever-expanding consumer base now has marketers targeting not just teens and the 10- to 12-year-old tweens, but children three and under. According to the Arts Education Policy review, companies now spend more than \$2 billion annually on advertising targeted at children - 30 times what was spent just 10 years ago when my children were growing up.

This cradle to grave advertising clearly works. A recent poll by the Centre for a New American dream (CNAFD), a US-based non-profit organization, found that half of all parents surveyed reported that their children began asking for brand name products by the age of five. Two thirds of the parents said that their children defined their sense of self-worth in terms of possessions and on third said that their children defined their sense of self-worth in terms of possessions and one third said that they were actually working longer hours so they could pay for their children to have more of these possessions!

I buy, therefore I am. This is the ultimate tenet of the philosophy of consumerism that has infected Western culture. Now even children have been lured by its empty promises of fulfillment. Forget about Barbie, the latest generation of child-consumers is flocking to



Science Matters

- by David Suzuki

designer clothes and other high-priced name brand goods that their friends are wearing and using, all in an attempt to find acceptance and happiness.

The need to fit in with a group and identify with one's peers is a common impulse for teenagers. Children, on the other hand, generally grow and learn about themselves in relative independence.

This freedom from the pressures of conformity and self-consciousness are part of what makes childhood so special. But now as consumers, children are learning that they are only as good as what they have. It's a disturbing trend and it's adding to the strain on the Earth's life system.

According to UBC professor Bill Rees, if everyone on the planet lives as Canadians do, it would require the equivalent natural resources of four or five Earths. Yet in the CNAD poll, 70 per cent of parents said that their children didn't see the connection between buying too much stuff and hurting the environment.

In reality, everything we have and everything we are comes from the Earth. Simply obtaining the raw materials such as iron, wood or petro-

leum needed to make products requires huge amounts of energy, usually in the form of fossil fuels. This creates pollution. Turning those raw materials into substances we can use, like steel, paper and plastic also requires energy, and the process itself often creates further unwanted air and water pollution. Then these substances need to be made into products, requiring more energy and creating more pollution. Only then are these goods transported to stores, to consumers and finally to landfills, where they may take decades or even centuries to decompose.

Advertisers have us in a trap. By targeting children early and imprinting brand names and logos on them, they ensure product recognition and even loyalty, perhaps for life. Children spend 60 per cent more time watching television each year than they spend in school, and they see some 30,000 commercials annually. With that kind of assault on the senses, it's easy to see why children have become the latest consumers.

We cannot isolate our children from a consumer culture, but we can teach them, to look at it critically. We can encourage them to think about where products come from, to question whether brand names are really important, and to ask themselves how much stuff they need to be happy. Ultimately, what really matters in life are our relationships with family, community and nature, and these don't come with designer labels.

Kazoo band raised \$5.51

Following is a letter to The New Tanner re the old photo of a "Hometown band" which appeared in this newspaper on August 19 of this year:



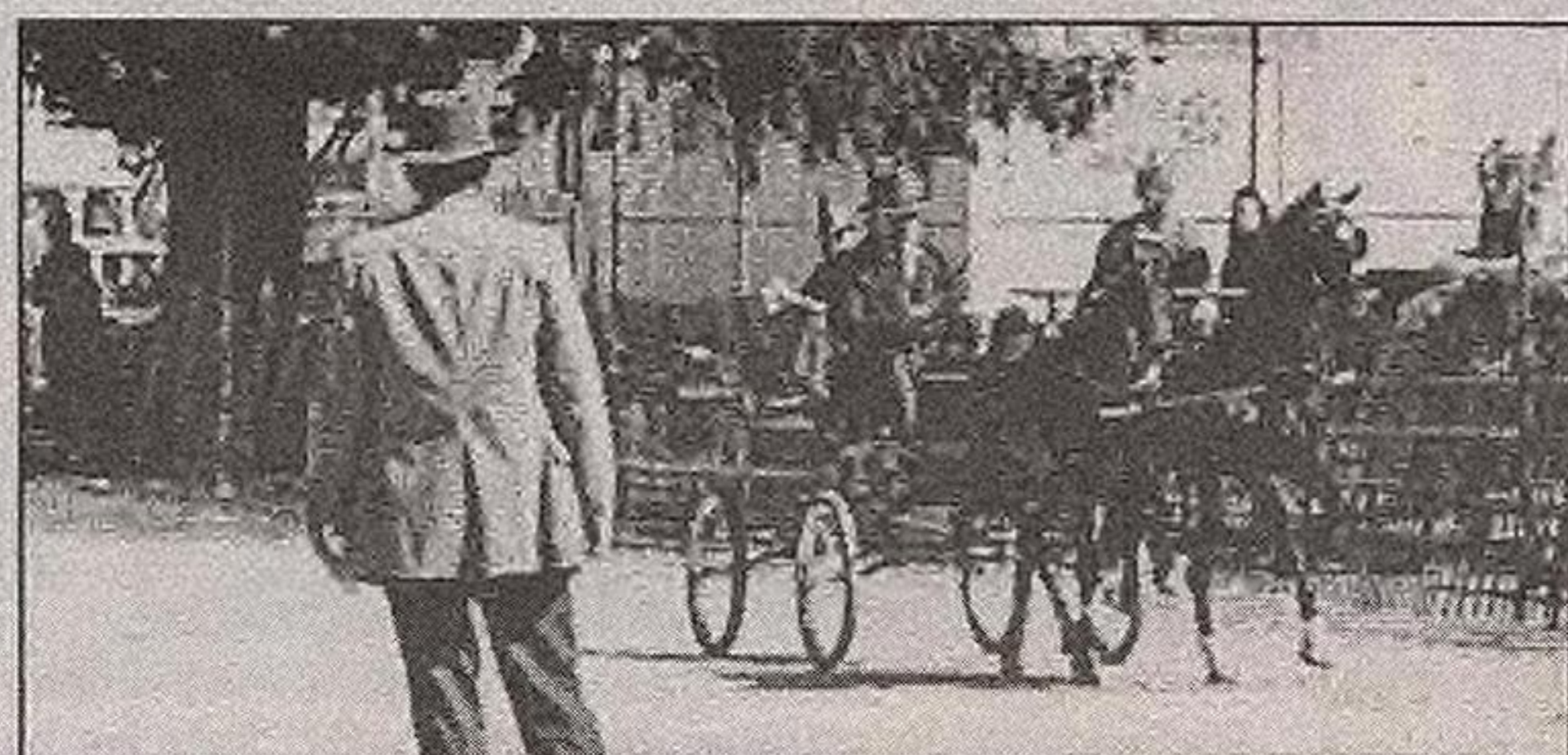
Dear Editor:
I was a member of this Kazoo band, back in July of 1937. We were not allowed to play in front of the hotel owned by Grampa Sam Lasby, but played on the corner of Mill 129, where the Red Dog now stands. I believe. This was our residence. We also played at the Glove Shop where

our dad worked at one time. The picture I am sending was taken in front of a house on Mill St. (if my mind does not deceive me) was owned by Mr. and Mrs. Brown, whom I think owned a bakery. It was later occupied by Jack Holmes and family.

Gramma Near lived in the cottage on the corner before she moved across the road.

It's been some time since I lived in Acton but I do have great memories of people and places there, which I shall never forget.

Mrs. Jeanne (Brunelle) St. Denis,
Sudbury, Ontario
P.S. By the way we made all of \$5.51 for the Toronto Star Fresh Air Fund to send Kids to Camp. We look like a bunch of orphans ourselves. Dora Wood and Marjorie Nelson made \$3.63 selling homemade candy. It was a lot of money back then, just before the Depression.



Turning out with the best