

Take your choice Miss, Mrs. or Ms



Bettie Bradley

An old friend recently said, with the comfortable assurance of being certain I would agree, "I have no patience with women who use Ms. It's a dead giveaway that it's a single woman who never managed to marry, isn't it?"

My friend and I enjoy such camaraderie and share so many opinions, I hesitated to disagree. But I know a great many married women, especially businesswomen, who prefer and use Ms. In fact, I almost always use Ms., professionally, although I retain the social use of Mrs.

Why do I switch-hit? I'm not certain, but my use of Ms. has something to do with buying a modicum of respect from trades people and in business transactions. Apply for a credit card, phone a repair man, discuss an installation in your home and identifying yourself as Mrs. invites the suggestion that your husband co-sign or approve the deal. Ms. cuts 'em off at the pass.

I recall my mother teaching me that when I married I would properly take the full name of my husband, hence Mrs. John Bradley. If I became a widow, I would retain his name. If, however, I divorced, I would be Mrs. Bettie Bradley.

That narrow Emily Post concept has become as obsolete as the dodo bird. Consider the contemporary possibilities — all of them now socially acceptable. Bettie Blight can marry John Bradley and be Mrs. John Bradley. Or, she can retain her own identity and be Mrs. Bettie Bradley. Or she can resist advertising her marital status and be Ms. Bettie Bradley. Or she can remain Bettie Blight.

I attended a wedding a few weeks ago and the bride and groom exchanged wedding bands but not names. She intends to retain her own family name and her husband understands.

Which is most acceptable, the traditional or the contemporary? Having ridden both horses in the marital merry-go-round, I have an opinion.

Usually the woman whose man has been her career prefers to take his full name. Her husband, home, children, and her husband's career, have been the core of her life and she will use his name with pride.

But there are women whose identity is associated as much with their own achievements and interests. If this woman has children, it is certainly simpler to share a family surname, but often it is important to her to have a name of her own as well. Hence: Her own given name and his surname.

Ms. belongs primarily to the businesswoman who finds it beneficial not to have to telegraph her marital status. It puts her on an even footing with businessmen.

And then there is the married woman who retains her maiden name. We take it for granted that Elizabeth Taylor will be a Taylor, even when she's a Wilding, a Todd, a Fisher, a Burton.

But more and more non-celebrities, who marry after they have established their own names in burgeoning careers, are loathe to give them up — and with almost two marriages in four failing, who can blame them? Although for these women, there's a catch 24. What will be the baby's surname?

Regardless of lifestyle, I would make a plea to all women not to be insulted or indignant if they are addressed in a form they don't use. I've heard friends who are housewives say, "I'd tear up a letter that addressed me as Ms." And similarly I've heard businesswomen speak with contempt about women who seem to rely on their husband's accomplishments to the point of assuming his identity. I want to cry foul! Both attitudes are out of bounds.

Being a woman in 1978 is exciting, demanding, ambivalent and devilishly difficult. But it is the ambivalence that lies at the core, and until we each find our role, it is imperative that we be tolerant of one another.



Donna Brooks, shown outside her own home, has dropped ten of her nineteen volunteer commitments to dedicate more time to her business, the Donna Brooks Homeminding Service.

She'll mind your house — and that's a load off your mind

By JO ANN STEVENSON
Times Staff Writer

Leaving a house unchecked during a holiday may be an open invitation to burglars (unless you're lucky enough to have neighbors or friends ensure the house is safe).

Donna Brooks, a young housewife, had looked after the houses of friends and friends' friends for years. When she accumulated a roomful of presents she really didn't need, the idea of starting a homeminder's service clicked. "I had no idea whether to expect a mouse or an elephant to develop, but I'm delighted. It seems to be an elephant," said Brooks. Within a year, Brooks could be self-supporting. "Some of my clients used to vacuum their way to the door when they left on vacation with friends or neighbors in charge. They know I don't care, and their privacy is undisturbed."

Last Easter, clients left Easter candy which Brooks distributed on her last check through their house. When the kids returned from holiday they were amazed to find the Easter bunny hadn't forgotten them. Brooks has a way with animals and will care for rabbits, hamsters, guinea pigs, fish, dogs or cats for short holidays. She also has a green thumb, so she is capable with plants (although her assistant owns a greenhouse and is a plant expert, so plants may actually benefit by their owner's absence).

A minimum of two checks is recommended for a long weekend.

Brooks will set her own timers and install Beware of Dog signs on your fences. She has a plaque warning about an alarm system and advises that homeowners apply these signs to their doors or windows even if no such alarm or dog exists. "In our neighborhood," said Brooks, "there were four robberies to the only four homes in the area that didn't have dogs. They've since bought them."

Some helpful hints for vacationers: Secure sliding patio doors with a rod in plain view from the outside. These doors are easily jimmied. An old broomstick preventing the glass door from sliding is a good substitute for the standard rod.

If windows are the type that open upwards, a large sturdy nail can be hammered into the upper section of the window about three inches from the centre (where they meet) This effectively prevents the window from opening more than three inches. The nails can be removed later, leaving only an unnoticed hole till next vacation. Use the stickers available from Peel Regional Police that identify your belongings. Also, the fire department will advise you at no cost about the locations of smoke detectors.

Mice can chew wires and start electrical fires while you're away. The detectors could alert neighbors or the home minder's service as they check.

Brooks will arrange for lawn care and snow removal. She will follow-up on pool instructions, making sure companies are doing their job while you're away.

Ice is nice

By JO ANN STEVENSON
Times Staff Writer

At the turn of the century, the Blowers family of Port Credit sold ice at one cent a block. You can still buy a block of ice — and the price is 85 cents.

Billy Johnson was a Port Credit iceman, too, and his turn-of-the-century ice house still stands on private property near Lakeshore Road and Front Street. Johnson and Blower cut their ice with long ice saws, later using power saws with gasoline-powered engines.

Today, Lake Simcoe Ice Co. ships out a peak of 240 tons of ice on a hot day, with two trucks carrying about 4000 bags of cubes to Mississauga on a mid-summer weekend.

In the old days, ice houses lined the Lake Ontario shores. These were the ice houses of commercial fishermen, who packed 250,000 pounds of herring on ice annually (until about 1950, when the herring was depleted).



These days, down on the Port Credit harbor, Guy Gnadinger Harris, chef of the Port Credit Yacht Club frantically makes his own ice. "Sometimes during a hot weekend or a regatta, we pray the ice machine will keep up."

The ice machine's located in restaurants, clubs and hotels all over Mississauga. Boaters use poly bags of cubes (selling for about 85 cents) which will fit into the freezer chest of most small boats.

When larger boats need ice, they buy the eleven-pound blocks, which the yacht club buys from Lake Simcoe Ice.

The company has a monopoly on the ice-making market from Hamilton to Pickering. "We may sound like a monopoly," said Lorne Prosser, secretary of the company, "but actually we have only about five per cent of the ice-users market. Almost all ice users make their own."

Rotary's three-day camp gives 28 young students a small taste of business

Two students from fourteen Peel high schools were selected to attend Mississauga Rotary Club's Camp Enterprise in a three-day session which ends today.

The students boarded the bus at city hall last Sunday, and took off to Bolton Camp.

The camp program familiarizes the students with a variety of businesses, first hand, from speakers which included Terry D. Jones, MPP for Mississauga North and others who were involved in insurance, estate planning, l

general management and manpower planning.

Merle Zoerb, director of community programming for Maclean Hunter cable TV, announcer Debra Edwards from radio station CILQ-Q-107-FM, Dick Fish, vice-president of marketing for Metrospan community newspapers (the family of newspapers to which the Mississauga Times belongs) and Rotarian Jim Kaakee, public relations officer for Mississauga City Hall will introduce the students to the media world.

Lawyers, bankers, chartered accountants and automotive representatives introduced the

students to the business world.

Other speakers included Richard Desrochers, publisher of the Mississauga Times and Stan Heather, general manager of the Mississauga City Board of Trade. Both are Rotarians.

The event is funded by the Rotary Club of Mississauga.

Rotarian Richard Cuipa, organizer of the camp, said these students "at the age of decision" will have had the opportunity to rub shoulders with VPs of small business and learn how important and how difficult free enterprise really is.

A SALUTE TO CANADA

June 22 - 30th

Join us at Sherway Gardens and see the many interesting displays and government exhibits arranged with you in mind.

- ★ The Ottawa Visitors and Convention Bureau will be on hand to answer your questions about our great country.
- ★ See an informative display by Teleglobe Canada, a world network that brings people and continents together.
- ★ Come and meet Margaret Cozry, an Ojibway Indian, and experience part of the past with our native people. Demonstrations are evenings: 6-9 p.m.
- ★ Explore The Bureau of Consumer and Corporate Affairs' exhibit and mini-theatre.
- ★ See the C.N.E. display of photographs and artifacts entitled "A Look Forward, A Glance Back" in Sherway Square.
- ★ Starting Monday, June 26th come and meet Miss Canada, Catherine Swing and also visit the YMCA Fitness Chalet in Sherway Square, and much, much more . . . as we join together in a salute to

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