

MOSAIC

WHO STEERS THE GROCERY CART?

A study of young Americans by Campbell's Soup Company has shown that 63 per cent of teenage girls and 39 per cent of teenage boys do all or part of the family shopping. Two-thirds are involved in deciding what items will be purchased, and fifty per cent of the time, they are the one who decide what the brand will be.

Arrangements like these are becoming more and more common in single-parent families, and in families where both parents have careers. The purchasing power of teens in North America amounts to billions of dollars.

One result of this trend is that one finds some very unusual advertisements in magazines for teens - coffee, cheese and honey alongside cosmetics and clothing, for example. What a combination!

READING



The average Canadian Family of three spends a total of \$200 a year on reading materials: this is just 0.6% of the total average family income. Of the \$200, \$82 (41%) is spent on newspapers; \$51 (25.5%) on magazines and periodicals; \$34 (17%) on paperback books; and \$28(14%) on hardcover books; the remainder is spent on maps, sheet music, etc.

BOOK REVIEW

The following two books on Russia and Gorbachev have recently been published:

1. Coulloudon, Virginie
Génération Gorbachev, la rage de

vivre

Paris, J.C. Lattes, 1988. 324 pages.

"Are Soviet young people the disciplined, hard-working, zealous Communists that the official ideology would have them be? This book, based on a clandestine survey conducted by the author and on an in-depth ex-

amination of the official press, reveals for the first time the daily life of the Gorbachev generation, caught between Communist orthodoxy and the desire to live life in its fullness."

2. Marcou, Lilly

Les défis de Gorbachev

Paris, Plon, 1988. 272 pages.

"Who is Gorbachev? How far does he plan to go in his reform, and where do his ideas come from? This books discusses and analyzes the scope of the reforms undertaken by Gorbachev, and their impact on the world scene, politically and strategically."

POPULATION

India could pass China as the world's most populous country by the year 2050, the U.S. Census Bureau says. India now has a birth rate of 32 per 1,000, while China's is only 20 per 1,000. A campaign to reduce births in China accounts for some of the difference. If the same rates continue, projections show that in 2050 India will number 1,591,204,000 people to China's 1,554,878,000.

4 POLAR TREKKERS HONORED WITH AWARD FROM USSR

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MOSCOW (CP) -- Four Canadians who skied across the top of the world last spring, including two from the Outaouais, have received the Soviet Union's highest honor to foreigners.

In a ceremony Monday, they were given the Order of Friendship of Nations for their role in the Polar Bridge Expedition. It was a 91-day journey of 1,773 kilometres from the Soviet Union to Canada on skies by way of the North Pole. Nine Soviets made the trip with them.

The four Canadians are Richard Wever of Kingsmere, Christopher Holloway of Old Chelsea, Max Buxton of Calabogie, and Laurie Dexter of Fort Smith, N.W.T.

The order is presented for a "high contribution to the development of freedom and understanding between different nations," said Igor Lobanov, information counsellor at the Soviet Embassy in Ottawa.

Lobanov said the honor is rarely given and is so high it had to be approved by the Supreme Soviet (the Soviet parliament).

