

BY AUDREY BROWN

It's fun being a member of the Bridge of Allan Rainbow unit. Plenty of games and activities, a particular favourite being the Treasure Trail, with girls following clues round the village, ending with ice cream at the Allanwater Café.

They recently played a game, in which wearing a blindfold, they made simple bread and jam sandwiches, giving them some idea of the difficulties facing someone with little or no sight.



First, blindfolds on, make your sandwiches ...

Any girl aged five to seven can be a Rainbow, but the Bridge of Allan Unit presently has a large waiting list. It is hoped a new unit can be opened in the near future.

Girlguiding UK are launching a *Change the World Challenge* in advance of their Centenary in 2010. This project is designed to give girls a chance to take part in meaningful community action which will benefit charities through fun and exciting activities.

These can range from raising money through fundraising events, planting trees, arranging coffee mornings, taking part in sponsored walks or asking a speaker to their meetings to raise awareness.



... then without blindfolds, eat them!

A date for your diary - the Annual Friends of Guiding Coffee Morning will be held in Bridge of Allan Parish Church Hall on Saturday 21st March from 10am till 12 noon.

For more information about joining, please phone 832981 or visit www.girlguidingscotland.org.uk

Advertising Feature

Confusing Value

"Darling, I just saved £40", says the woman to the man. "How's that?" he replies. "Well, my new outfit was half-price."

Now, looking at this situation, which is played out across the village and country as a whole, it is clear how marketeers look to sell to us. We find it easy to understand a saving as it is value. There are two ways to value an item on a shelf accurately.

If you are a professional, for example a clothing specialist, then you would look at the cut, the fabric, the stitching and a whole host of other features to come up with the price and hence accurate value. As most of us are not experts, it is easy to feel that something is cracking value because it is half price. The simpler way is to ask oneself "Do I think that the price that is being charged is a fair and good one?". Pretty simple - and it works too!

Now the same goes for wine. You will have to trust me on this one, or do a simple test yourself. Wine being sold by retailers should never be half-price; it is either worth the price tag or it is not. It is incredibly rare to pick up a wine that truly is half-price, and the chances are there is something wrong with it, or it could not be sold at the higher price because it was not worth it! You will understand this as it is permanently the same wines that come around on the same promotions. 90% of these wines are sold in this way and retailers are not making a loss on them...

So, go try. Have a bottle of wine that is half-price, and then go to a wine shop and ask for a good bottle of wine of a similar style at that price. Then try them blind (without knowing which is which until after you have tasted them). Now which do you prefer? It is as simple as that. Wine comes down to enjoyment. From my experience there will be more enjoyment in a

bottle made by a small producer with a love of wine than a large brand dominated by driving numbers.

So, don't go out looking to save. Go out looking to enjoy. And let me know how you get on.

Douglas Wood, WoodWinters Wines and Whiskies

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