

Georgetown Herald

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Thursday, November 5th, 1959

EDITORIAL COMMENT.

Avian Gyro at Test Point

With actual flight tests planned this week, the Avian gyroplane's future is coming closer to fruition.

The idea of a dedicated group of engineers who think they have a product which will be commercially successful, the gyro is planned to sell around \$10,000 and according to company president Peter Payne will cost about seven cents a mile to operate. The vertical takeoff aircraft is said to be cheaper to operate than an automobile and as easy to fly as a conventional light plane.

The Avian gyro is something which

could focus world attention on Georgetown. In fact, it has already received flattering publicity in daily papers and the Financial Post, and Mr. Payne and his associates have made television appearances, which have given wide publicity to the project.

Local men who have helped back the gyro financially will be joined by everyone in hoping for a successful test run and in wishing Mr. Payne every success in future. We can hope that one day our town can have its little niche in history as the birthplace of a new flying machine.

Suggest Remembrance Day Change

Sunday's observation of Remembrance Day was one of the finest in our years of attendance. And much of the credit is due to the weather which was much more pleasant than that of most other years.

We often wonder if it would not be wise to give national consideration to a change of date for this observance. When, after the first war, armistice day was established, November 11th was the only proper day. But since World War II and Korea, and a gradual change from celebrating the end of one world war, to remembering those who lost their lives in three conflicts, there could be no disrespect in considering any one certain day for the observance.

November does not lend itself to outdoor gatherings as a rule.

There is always a chance that a parader might suffer a health setback. Despite the solemnity of the occasion, it is difficult to concentrate on the reason for gathering at the cenotaph if one thinks at the same time of the chill fall winds. And we would judge that many do not attend the service because of weather conditions.

Choice of a day in summer should have beneficial effects all around and we suggest that government and Legion authorities might some day discuss another date for Remembrance Day which would make it even more effective than it has been to date.

Echoes a ... New Feature

Older residents will enjoy reminiscing in a new column 'Echoes' which will appear as a regular Herald feature from now on. And those who have moved to town in recent years should equally enjoy items gleaned from the Herald's of a quarter century ago.

Old newspaper files contain a wealth of interest and everyone enjoys a glimpse of the past. Echoes will endeavour to give a picture of the town as it was in those days, with selected items of news, references to

advertisements and perhaps the occasional picture which appeared at that time.

Much of Georgetown's earlier history is, unfortunately, unavailable because of a disastrous fire which destroyed old Herald files prior to 1917, and it is impossible to backtrack farther than that year. Readers might keep in mind that, if any Herald's prior to that year are in their possession, they should be treasured and, if disposing of them, this newspaper would like to add them to the early files.



SILENT PARTNER

ler, reeling from a succession of heavy blows, none of which touched him; the ridiculous referees who can't count ten seconds in five minutes; this artificial appeal to the sadistic and the cruel; does CBC have to cater for these? And so congratulations to the Rotary Club for their timely word in the Herald last week.

The first test of the things we think, say and do is if the truth? If this Rotarian philosophy had been applied around some C.S. television studios, there would have been fewer stunt-laden quiz shows, fewer producers getting offers and more honest men. To quote a leading TV personality, "You can't hardly get them no more."

of Tone and Maureen O'Sullivan.

● Railway fare to Detroit, return \$4.15.

Opinions of Others

NECESSARY UPSET

Every time improvements are started or modernization gets underway there is a period of upset and inconvenience.

—Melfort (Sask.) Journal

Sugar and Spice

Dispensed by BILL SMILEY of the Waterloo Echo

Don't anybody ever try to tell me again that weekly newspaper editors are dull old sticks, addicted to sitting on the fence in their own backyards. Not after what I received in the mail today from the Ontario Weekly Newspapers Association.

You'd never guess what them divils are up to. They're going to have a convention in Hamilton Ontario, next February. That is harmless enough. But do you know what they're going to do after the usual two days of business and booze? They're going to wade through the snow to an airplane and they're going to fly off into the sunshine.

Yep we're all going to Mexico, and I can hardly wait. When I got the news, I took one disdainful look at the dirty November rain pouring down outside, leaned back in my chair, closed my eyes and was off to a world of hot tamales and cool tequila, the sun blazing down on the billing and me lolling by a swimming pool, striking up an acquaintance with Ava Gardner and a bunch like that who hang around in Mexico in the winter like us weekly editors.

One thing that won't bother me is the language. I've read several Hemingway novels, and a lot of westerns and when I was in prison camp I took the first three lectures of a course in Spanish. Let's see if it's coming back to me now: "Como estatus?" Or is that the Italian course I started.

Anyway, the first thing I'm going to do when I hit Mexico City is order me a great big plate of creamed conchitas, with a side order of fried muchachas and lots of bobocitas on my salad. Hah! You didn't really believe I could talk the language eh? Es verdad. And all the time I'm there quien sabe? Maybe I'll be muy hombre.

Now let's have a look at the schedule. 'February 7th' it says, 'arrive Mexico City 4.45 a.m. Holy old Quetzalcoatl! That's a pretty rugged time to arrive anywhere except home from a poker game. Then it says: "Our guide will call for you at your hotel for a trip through Mexico City." Not me, he won't. Buster. Not at that hour. Not unless he's got the entire Mexico City police force with him.

It says here we're going to visit the Cathedral, the National Museum, some Pyramids, the Toltec Temple and a Shrine. They'll have to include me out of that little jaunt. I'm going to wander down a side street until I find a sidewalk cafe. And I'm going to sit there in the sun and sip a few pesos worth of pulque, and watch some of those fierce, proud Latin women walk proudly and fiercely. The Beck with the Pyramids.

But after a couple of days of getting the real feeling of the country like this, I see where they're going to make us move on to Taxco, where we will 'admire shops, churches and streets as they were over 300 years ago. Lunch and dinner included.' That food's going to be mighty cold after 300 years so I think I'll settle for some chile, with or without care.

Ah, wait a minute. This sounds more like it. You will continue on to Acapulco, where you find gracious living mingled with charm and beauty, at your command to enjoy." Now we are getting somewhere. I've been trying to get in on some of that gracious living for years.

And how about that charm and beauty at my command to enjoy! Isn't Acapulco where all those Hollywood babes go to mend their broken hearts after they get a divorce? By George, I think I'll take some guitar lessons and start calling myself Mosy.

I see we have two days at Acapulco. I wonder what would happen if a fellow just hid when the bus was leaving? Just bought a serape and a sombrero and leaned against a wall, while they frantically searched the hotels and the bars and the swimming pools?

Well, that's enough about the trip. I don't want to make all you characters who'll be up to your necks in snow about that time too unhappy. Let's see what the whole thing costs. YIP! All right, mother. Never mind. Don't weep. We'll go to Mexico next time the weekly editors go, instead. About 1964. Or do you think we could get a thing mortgage on the old estancia?

ECHOES

Taken from the pages of the Herald, Nov. 14th, 1934.

● Arrangements are now made to hold Georgetown Community Choral Society in the Public Library on Tuesday, at 8 p.m. Seventy-one were out to practice last night. One hundred voices is the limit and bright breezy, beautiful selections are being used.

● Many citizens admired the beautiful memorial window in A. F. Wright's butcher shop on Armistice Day.

● Clinic service yearly report, expenditure for public health purposes. Medical officer of health \$200; public health nurse, \$180; milk inspector \$200.

Controversial Corner

by Ian Cass

PHONEY QUIZ SHOWS IN A PHONEY BUSINESS

That the public is alarmed and dismayed to find that so many of the so-called TV quiz shows were fixed, that the answers and winners were pre-arranged, is understandable. It is not easy to understand why the public is so surprised. In the peculiar, gimmick-laden world of U.S. television, with its distorted values, juvenile approach and commercial domination; the revelation of one more dubious face in a medium full of dubious features should not come as a surprise.

The U.S. television business seems to be very similar to the TV set which stands in every living room. At the front, for all to see, is a nice shiny picture; take off the back and look inside and how unimpressive it is — the dirt and dust of accumulated years lies exposed. It is a little surprising,

suppose, to find such well-known persons of apparent integrity partaking in what can only be described as a fraud. In view of the fact that few of these people were in desperate need for money, one can only assume that the fictitious display of knowledge was a sop to the ego — this is a poor reason for selling your soul. At the same time, it would be interesting to know how many, if any, contestants refused to participate once they had discovered the misrepresentation.

One of the principal witnesses during the current investigation was congratulated by all but one of the commission members for having the courage to come before them and disclose the truth. The other member of the commission intimated that it should not be necessary to congratulate an intelligent, well-educated man because he told the truth. There would have been no difficulty about telling

the truth if he had not previously lived with a lie. We have nearly reached the end of big money quiz shows, and I cannot see that as any loss to the entertainment world. However, let us not delude ourselves that this is going to start a new era of television integrity because it isn't. As long as U.S. TV is a totally sponsored operation, there can be no real improvement.

The medium is not there, either to entertain or to educate; it is not there to elevate or to inform. Like so much else of a lavdary nature in this world, it is there to sell a sponsor's product. It is a sad reflection on the 'American way of life' that the television industry, which dominates the entertainment business, should be entirely at the mercy of those who have absolutely no interest in entertaining. What the sponsor wants is that the program he pays for shall attract the greatest number of viewers, so that his two or three minutes of artifice shall have the most effect. It is apparent that many sponsors are not very fussy about the manner in which the audience is attracted. The complicated nature of man can be appealed to on many different levels, from his raw animal instincts up to the highest. Who is going to try to raise the level of U.S. television above the brutal and insane, who is going to replace the facile appeal and the drug-like escape from reality, who is going to force the medium into focus on life and living as it really exists — the seller of soap flakes? What a hope!

The Quiz shows were only one phoney part of a phoney business. I can only hope that some good may arise from their exposure, that some of the remaining distorted ideals and empty philosophy will, by association, also become suspect in the minds of viewers. Closer to home, perhaps the CBC will gain a little stature, as one of the merits, at least, of publicly owned TV becomes obvious.

The CBC, of course, is not entirely free from shows which are a degree fraudulent and which appeal to man's baser instincts. I refer to all-in-wrestling from Toronto. What a boring display of trumped-up nonsense under the inept title of 'Sport.' The half conscious bat-



GOOD OLD DAYS
Most folks regret the passing of "the good old days" — even though very few would be willing to go back to them. But there is a way the old days can be recaptured — drive to any small community at this time of year and attend an "Annual Fowl Supper." — Rosetown, (Sask. Eagle).

EXPERIENCED WORKERS
Why should men be retired at 65 when they do their work well. On being retired, these men find great difficulty in securing employment of any kind and facts disclose that many men in good physical and mental condition crack up after retirement because they have not been able to find work for their forced hours of leisure. — Lindsay (Ont.) Watchman-Warder.

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TOWN OF GEORGETOWN

Nomination Meeting

Thursday, Nov. 26th

WRIGGLESWORTH SCHOOL AUDITORIUM

Nominations will be received from 7.30 to 8.30 p.m. for the offices of Mayor, Reeve, Deputy-Reeve, Councillors, Hydro Commissioner and Public School Trustees.

A public meeting will follow nominations, when reports of this year's municipal activities will be given, and candidates for office will be given a chance to speak.

C. G. BENHAM, Returning Officer

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