

EDITORIAL COMMENT

Off the Beam, Mr. C—!

We sometimes find ourselves in disagreement with columnist Ian Cass, but never more so than this week when he comments in Controversial Corner on projected amalgamation of some large British newspapers.

There are points of argument, certainly, about whether it is good to have control of anything in the hands of a few men, be it newspapers, clothing stores or manufacture of furniture.

But when Mr. Cass refers to 'monopolies fighting for the public mind' and 'periodicals dedicated only to increasing advertising revenue and to brainwashing the public he is way off the beam.

Does Mr. Cass think newspaper publishers are any different from retailers of merchandise, from lawyers and dentists, or from anyone engaged in business of any kind?

We, for one, are not ashamed to admit that as a private businessman until two years ago, we were vitally concerned with profits, and as an employee now of a Targor firm, we are just as interested in the balance sheet.

And we think it is quite possible to turn out the best product we can in a newspaper profitably without sacrificing any

integrity or trying to brainwash the public.

To get down to specifics, it is our humble opinion that incorporation into a larger firm has been of benefit to readers of the Herald.

There were economies in the head of a small businessman which sometimes were detrimental to a weekly newspaper. Readers must have noticed the increasing emphasis on news coverage in pictures which a decade ago was almost nil. Increased staff has given readers more for their money than ever before in news content and has in fact, added such columnists as Mr. Cass himself to our readership.

Advertisers have benefited by better machinery and a more up-to-date printing process. And the Herald staff has now benefits of an insurance and health plan hardly possible for one small business.

We can assure you that, if the Herald is an example, there is no brainwashing, no fighting for the public mind. Our main endeavour is to turn out as newsy and informative a weekly issue as possible and make a reasonable rate of profit to foot a large yearly salary bill with a bit left over for the company shareholders. Is there anything too wrong about that?

Gone Are the Days.

A new 5-room public school at Silvercreek, which is proposed to be erected by Esquing School area within the next year or two sounds the death knell in North Halton for the little red school house.

The new school would mean closing two more smaller buildings in favour of the modern consolidated structures to which students are transported.

And while nostalgia makes us leave a sigh for the disappearance of the little country schools, one can hardly argue that any advantages which accrued in them are more than outweighed by this new development in the last ten years.

Consolidation is important if for no other reason than the virtual impossibility of securing teachers to guide eight grades in a one room school, no matter what the pay might be. That type of teacher is as extinct today as the man who used to work

sixty or seventy hours at his job. Or the housewife who used to wash by hand, bake her own bread and make the children's clothing.

Only flaw in the consolidation scheme is one which will appear if another depression of the 1929 variety should overwhelm us. For, with only a few larger schools, we are committed always to provide transportation for pupils, which is a costly undertaking for school boards.

Otherwise, despite those who think the one-roomers should be retained because Mr. X or Miss Y went on to fame in his chosen field after graduating, there are obvious advantages in both teaching and accommodation by grouping rural children in larger centres. And a school bus is a much safer method of travel than youngsters strung for a mile or two along busy highways in these days of speed.

Downtown Gets a Blasting

Sand blasting of the McGibbon Hotel has been almost like the opening salute in a program of renovations in the downtown district.

Some of the improvement has been coincidental, as for example the new front on the Herald office, planned for many months and finally completed last week.

But the sanding firm has found Georgetown a fruitful field for work as first one,

then another building owner decides to refurbish the brick and stone of his exterior.

It will be an encouragement to council's plans for resurfacing Main St. and installing new sidewalks and drainage, to see that merchants are spending some dollars on improvements, too. And we would guess that, after the sand blasters finish their work, there will be some brisk sales of paint too, to finish off the job and enhance store exteriors.

THE MAIL BAG

Supports Compulsory Education to Age 18

56 Stevens Cres., Georgetown, Ontario.

Dear Mr. Editor:

Education and Jobs Most people today feel that our ultimate survival could depend to a large extent on the quality and extent of our scientific resources and technical knowledge. In the last few years many people have expressed concern that we may be falling behind in this matter of building up our pool of knowledge and skills.

Canada has spent and is spending large sums to supply schooling of various kinds and at various levels. However, recent studies offer disturbing evidence that a startling proportion of our young people are failing to take full advantage of the secondary school education available, let alone continuing in the professional training at our universities.

The Dominion Bureau of Statistics reports that one third of all pupils drop out of school with only an elementary school education, and sometimes without completing that, and about one third of all the pupils leave school before junior matriculation. Only one fifth of those who started in elementary school obtain their senior matriculation in spite of the fact that senior matricula-

tion is demanded by more and more businesses and industries as the minimum qualification for training for skilled jobs, and often for beginners' jobs which may lead to skilled training and work.

In 1957-58 the total enrollment in grade 7 classes was about 396,000 pupils. If the present drop out continues without change, then 132,000 of these will drop out between the first year of high school and junior matriculation, and 95,000 more will drop out between junior matric and university.

Production processes and the organizations behind them are constantly being altered, as specific applications are found for new basic discoveries, and the new methods are bringing about fundamental changes in industry's occupational requirements — more complex operations demanding more skills and know-how.

For instance, applications of electronics have increased the demand for advanced knowledge and training in electrical occupations and related trades. The situation is well known to teachers and guidance counsellors, who try to steer their students into courses which match their aptitudes and which lead to careers where employment opportunities are likely to exist.

When these facts are related to the requirements of opportunities for employment in Canada, the true significance of this dismal drop out picture becomes fully apparent. In rec-

ent years there has been an increase in the total number of openings for the skilled and semi-skilled. Occupations in the semi-skilled or unskilled category, those for which the early dropout from school must to a large extent, compete. — now account for only about 31 percent of all jobs.

Mechanization is also having its effects on office employment. New methods and equipment, particularly data processing equipment, while creating a demand for clerks, with changes such as these in mind, employers are hiring new workers, even for jobs requiring little skill, on the basis of their potential for future development.

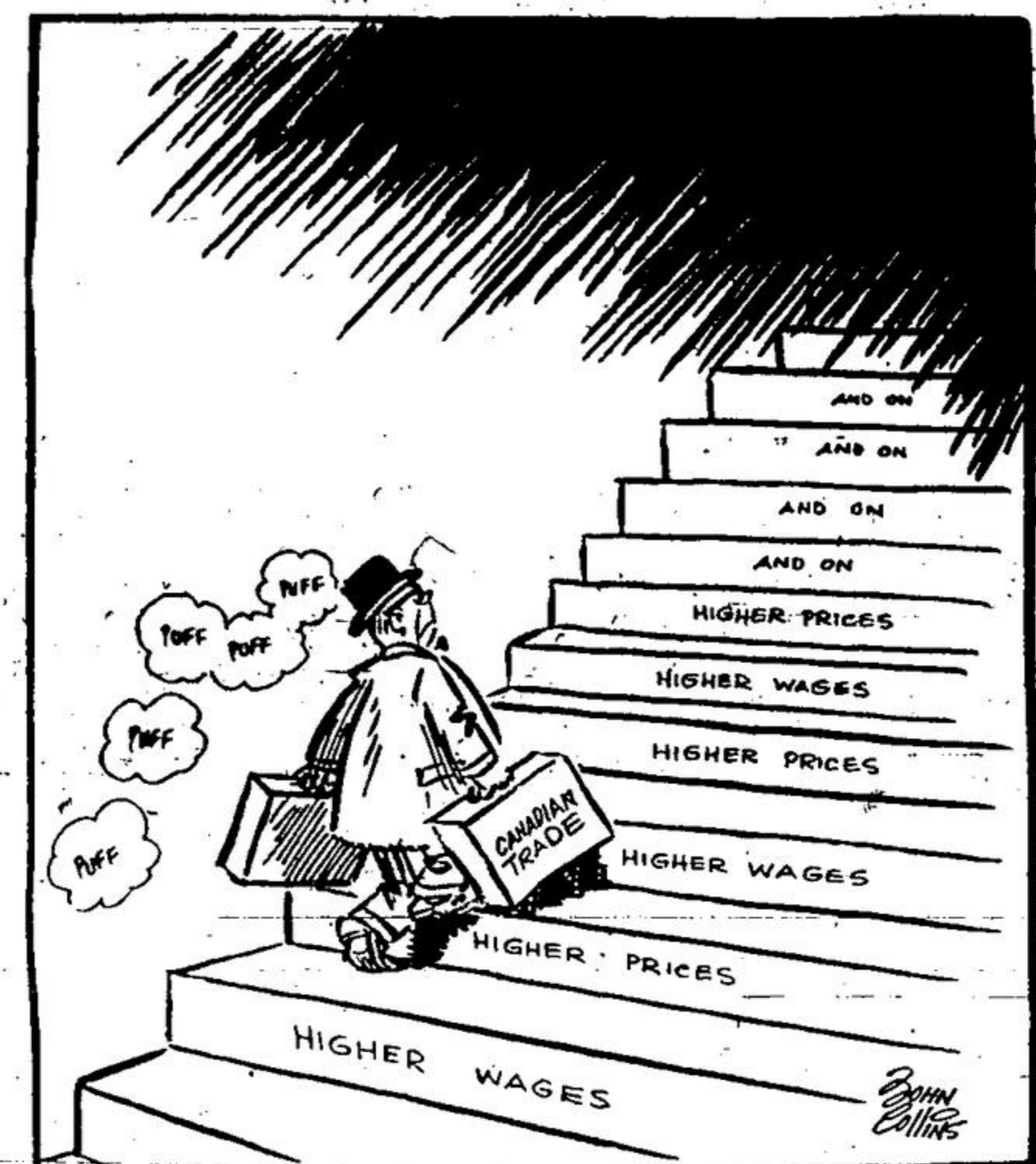
It's this reason — Why I am very happy to see that the government is trying to enact legislation to raise the minimum age of leaving school from 16 to 18.

—BILL RICHMOND

Four Will Be Citizens

Judge W. Cory heard applications for Canadian Citizenship from four local people when sixty-two such applications from all over the county came before him last week.

Among the new Canadians are Dirk (Richard) DeBoer, and Mrs. Hotsko (Lucy) ReBoer, of 2 Main St. North, Mrs. Anita Ingles of 72 King St., and Mrs. Antoinette Margaritha Maria Peeters of Glen Williams.



THE DARK AT THE TOP OF THE STAIRS

Controversial Corner

by Ian Cass

MORE NONSENSE ON DIVORCE

Once again proposals to make some slight improvement in our archaic and stupid divorce legislation have run into the bog of political inertia. Filibuster action by the CCF MPs, Arnold Peters and Frank Howard, succeeded in pushing a bill through the commons giving jurisdiction in divorce matters to the Senate. This bill is now stagnant in that normally stagnant pool of Canadian politics, the Senate. Unless action is forthcoming from the Senate on this bill, continuation of the filibuster action is again threatened.

Renewed Threat

The comments on this renewed threat, made by Senator Arthur Roebuck head of the Senate Divorce Committee and by Robert McCleave, head of the Commons Committee, are enough to make me want to cry softly into my flaggon of sack. "It is outrageous," he said, "to make a political football of this. There is enough misery in the world already." What scintillating poppycock!

So Inane

It is because divorce legislation is so inane; it is because the committees headed by these gentlemen are inactive and futile; it is because neither House will come to grips with the matter that so much human misery exists in broken-up families and deserted children.

Condone Desertion

One is forced to the assumption that a majority of the senior administrators of this country are quite willing to condone desertion, physical and mental cruelty, one sided insanity and boasted promiscuity without raising a hand to protect the innocent member of the marriage alliance. One must also assume that both Houses agree with the present system where, by a divorce may only be obtained if supported by evidence of unfaithfulness. That this evidence is frequently manufactured is now so well established as to require no further comment.

Must Connive

The situation which now exists demands, in effect, that normally honest and respectable people must connive and lie, that they must be party to the faking of evidence of the most sordid kind, and that they must be raked over the coals of publicity before the gauging public; otherwise they cannot obtain a divorce.

Immoral Racketeering

I am certainly not in favour of the type of immoral racketeering which exists in some areas south of the border where divorce is easier than obtaining a driving permit if you have the money. We do not have to go to these extremes. I have no desire to see a Reno in Canada with legalized prostitution at \$40,000 a shot.

Need of Revision

The fact remains that the divorce laws in this country are in desperate need of revision now, not in two years. The consideration and approval of divorce cases belong in the courts and not in Parliament (Quebec and Newfoundland have no divorce courts). As long as an innocent woman, with children to support, must remain legally tied to a husband who has deserted her, beaten her, starved her, become insane or become a criminal or drug addict — as long as this situation remains, I cannot understand how Sen. Arthur Roebuck or Robert McCleave MP can sleep easily in their beds at night.

THE MOST DANGEROUS MONOPOLIES

by Ian Cass

MORE NONSENSE ON DIVORCE

I am aghast at the news that Odhams Press in Great Britain may become merged with another group. Only last year saw the end of the News Chronicle — a fine independent newspaper. This latest move would absorb the Daily Herald, which although not independent, does represent the only official voice of the British Labour Party. To that end it differs from all other British papers.

Marsh Sentences

Recently we have read of the harsh deterrent sentences meted out in the U.S. to company executives found guilty of price fixing in the electrical industry. Monopolies set up to fleece the public financially should certainly be dealt with. There is no argument here. Yet how much more dangerous are monopolies in the dissemination of news and information.

Brain-Washing

A great section of the press, radio, television and periodical publishing industry is already owned and operated by groups and combines — many of whom seem to be dedicated only to increasing advertising revenue and to brainwashing the public into being self-satisfied, uncritical morons. Monopolies fighting for the public mind.

Royal Commission Sniping

As anticipated by this columnist and no doubt many other Canadians, the Royal Commission on Publications is coming in for severe criticism, from politicians, from newspapers and certainly from U.S. magazine moguls. Suggestions have been made by highly placed individuals that the work of the commission should be scrapped and a new Commission formed — what nonsense!

Unusual Manner

The Commission chairman, Mr. Gratton O'Leary, editor of the Ottawa Journal has certainly handled the investigations in an unusual manner. The commission has been active, virile, controversial, accusative and newsworthy. The apparent 'weasels in the woodpile' emerging from this enquiry into the domination of the Canadian magazine field by U.S. overflow printing have been the powerful Time-Life Fortune group and Reader's Digest. The chairman's methods of dealing with representatives, appearing on behalf of those magazines has been widely criticized and used as evidence that the commission should be disbanded.

Canadian Identity

The Commission was formed to recommend ways and means by which the government could act to encourage a genuine Canadian identity in our periodical press, also to investigate problems arising from the sale of publications edited outside Canada. 'Anybody' who expected a commission to get at

the facts in an atmosphere of camaraderie and good-fellowship was crazy.

Large Bite

There is no doubt that our magazine market is flooded with U.S. publications and that these are taking a large bite of the available advertising revenue. There is no doubt that the survival of our Canadian identity (whatever that is) is more dependent on the periodical press than it is on flags and anthems. How to deal with the situation is a difficult question which may be easier when the commission has finished its work.

Pigeon Holes

There is little doubt that this commission will produce concrete and controversial recommendations. This alone is unusual. Perhaps that is why suggestions have been made for scrapping it. Commissions are usually pigeon holes into which difficult matters can be popped and forgotten. This commission has been different and, to some, that in itself is a crime.

Red Hot

As for Time and Reader's Digest, perhaps they do flood the market in unfair competition. In my view they provide superficial knowledge with no mental stimulation. They are doing a red-hot selling job for the American Way of Life. I doubt if the existing Canadian magazine publishers can do the same for the Canadian Way — with or without U.S. competition.

THE DISTRICT at a Glance

BRAMPTON

The Brampton Lions staged a gastronomic spectacular Tuesday. The menu at the club's annual Valentine buffet included Gowgama bullmoose, Northern black bear, Bruce Peninsula venison, Rocky Mountain sheep, and Peace River Buffalo.

ORANGEVILLE

The army moved into Orangeville for Exercise Snowdrift III Saturday on a practice scheme in National survival techniques. The scheme simulated the army's role in the event of nuclear attack on Toronto.

BURLINGTON

A freak 25 car pileup in fog at the south end of Burlington Skyway kept police hopping last week. The pileup started when a tractor-trailer jackknifed and went off the road. Visibility was almost zero.

OAKVILLE

To curb expensive high school building programs, Oakville Council passed a motion that the high school board be required to consult with council prior to ordering plans for any new school which the board contemplates constructing.

ACIDN

Beardmore and Company are attempting to eliminate the foul odors produced in the tanning process. The company is pumping air to the bottom of Fairy Lake to raise the warm water to the top where they hope it will melt the ice and allow the foul odor to escape.

SUGAR and SPICE By Bill Smiley

Did you read that big blurb about me in your local paper recently? It got headlines like this, 'Many Weeklies, Sugar and Spice Columnist Most Widely Read in Canada.' That's pretty heady stuff to read about yourself. However, it didn't impress me much, as I had written the story myself.

It said in the story that, this column is now running in one hundred and eleven newspapers across Canada. Let's have a look at that in round figures. Round figures are the only sort which have any attraction for me, and most red blooded columnists, except women, feel the same way.

Supposing the average circulation of these weeklies is 2,000. That means there are 220,000 subscribers exposed to Sugar and Spice. Heck, let's make it an even quarter million. And let's say an average of three persons read each paper in which the column appears. That's a fair figure. All right. We now have three quarters of a million potential readers of the column each week. Ah, let us make it a million and be done with it.

When I get tossing figures like this around in my head, I start feeling pretty important. By George, I think there aren't many fellows writing a column for which a million or two people are waiting feverishly each week. Just imagine, all those people, from Yarmouth, N.S., to Chilliwack, B.C. fighting to get the paper first hand, on every word.

With this in mind I set out to impress the family with the famous personality in its midst. "Do you know there are a million people reading Sugar and Spice every week?" I ask young Kim.

"Pretty good, Dad," she says, "can I go to the Explorers' sleighride tonight?" I try Hugh: "Do you realize that my column is read from coast to coast?" I assure.

"How come we can't afford a TV set then?" he wants to know. Punchy but still seeking some recognition, I approach the Old Girl. "How many papers do you think are running the column now?"

"That reminds me, you forgot to put the papers out with the garbage this morning," she says "an I had to go out in my dressing gown in the snow and I nearly broke my neck on those back steps. When are you going to start looking after things around the house, like other men?"

This is rather daunting, but it doesn't completely dismay me. I'm like an old prize fighter who has been knocked to the canvass so often that his back is more tender than his beeper. I just wander away mulling to myself that some day I'll be famous and then they'll appreciate me, by golly, and they'll miss me when I die, and stuff like that.

But I must admit I became extremely depressed the other day. I was reading Pierre Berton's column. Berton, for those outside the limited range of the Toronto daily for which he works, is a brilliant product of west coast newspaper circles, currently the hottest daily columnist in the East.

Well, in this column I was reading, he was bragging modestly about all the letters he gets from readers. That's what made me feel bad. Give or take a hundred thousand, Berton and I have the same circulation. His mail averages 30 letters a day. Mine averages 30 a month. And 24 of these are bills, offers from magazines, and final notices about insurance premiums.

That convinced me that I'd never be a really famous columnist, and I felt pretty sick about it. I thought: "It's because I'm not controversial enough." Oh, I've attacked in my day, such things as motherhood, the Protestant churches, the home, social drinking, temperance, sex and the weather. But I just can't seem to get my teeth into something vital, like used car dealers, or vacuum cleaner salesmen — the sort of thing that gets people worked up.

Then I began thinking about the sort of letters I do get from readers and I felt better. And do you know something? I'd trade incomes with Pierre Berton, but I wouldn't trade mails. I'll bet most of the letters he gets are either hacking his column to bits because the reader disagrees with him or

lauding it to the skies because he agrees. That would become boring after a bit. There's nothing boring about the letters I receive from readers. They are warm and friendly and personal, and they are not trying to grind an axe or have me grind it for them. They come from all over the country. From Mrs. James Nickerson of West Roxbury, Mass., mentioning a column she liked because it reminded her of old times in Nova Scotia. From Walter Stark of Oxenden, Ontario, claiming I'd make a good MP and wishing a Happy New Year. From Jack Cooper of Vernon, B.C., saying he'd just celebrated his 69th wedding anniversary, feels great and reads my column because I'm a 'dam good' writer. From Jack Cornet of La Salle, Ont., whom I have not seen for 15 years, enclosing a book he's written on curling (containing nothing but blank pages and entitled What I Know About Curling).

Wouldn't it be something if every reader of Sugar & Spice decided to show Pierre Berton what he was up against and wrote a letter this week to Bill Smiley, 152 Elizabeth St., Midland, Ont.? Know what I'd do? I'd take the whole million of them drive to Toronto in a truck, hire six men to carry them up to Berton's office, dump them on his desk, and say: "Thirty letters a day, eh Pierre? This is my average weekly mail." That'd shake him.

10 and 25 YEARS AGO ECHOES

From the pages of the Herald, Feb. 14th, 1951, and Feb. 19th, 1936

10 YEARS AGO

Salary raises averaging \$300 each were given to teachers at Georgetown Public School when the salary schedule was revised at a board meeting last Thursday. The new schedule calls for a minimum of \$1800 and a maximum of \$2700.

Following in his dad's footsteps, Gordon (Bud) Hardman, son of Mr. and Mrs. Bob Hardman, Normandy Blvd., has joined the army. He was home on leave last weekend from Barriefield Camp, Kingston.

Ed McLean, son Ronnie and their dog Laddie had an interesting hunting experience near Norval on Saturday. Ronnie and Laddie came on a wolf near the branch of the Credit and after chase Ed brought it down with two shotgun blasts. Only one pellet was found in the animal.

25 YEARS AGO

The CNR is running another cent a mile bargain excursion to different parts of Ontario this weekend.

A large crowd enjoyed the first annual dance of the Junior Raquet Club in the arena Friday. The patronesses were Mrs. Fleck, Mrs. W. Thompson, Mrs. P. Blackburn and Mrs. Lawson. Novelty dance winners were Miss Edna Harris and Mr. John Scrymgeour. Miss Eleanor Wright and Mr. Gordon Russell.

At the Gregory Theatre, Mad Love starring Peter Lorre; Shipmates Forever, starring Dick Powell and Ruby Keeler; A Wicked Woman starring Mady Christian. Charles Bickford and Jean Parker.

WORDS OF THE WISE

Nothing will ever be attempted if all possible objections must be first overcome. — Samuel Johnson.

Georgetown Herald Published by Thomson Newspapers Limited Georgetown, Ontario Walter C. Biehn Managing Editor Garfield L. McGilvray Production Superintendent Office Staff: Aileen Bradley Terry Harley John Olivier Advertising Plant Staff: L. M. Clark Dave Hastings B. Baskerville Myles Gilson Bob MacArthur Member of the Canadian Weekly Newspapers Association and the Ontario Division of the CWNA