

EDITORIAL COMMENT

Reporting In Pictures

For the past two years, the Herald has been more and more featuring pictures in its news coverage.

It is a modern trend in newspapers, and one which we would not wish to abandon.

But, contrary to larger papers which have their own picture staff, and whose advertising rates are such that the paper can profitably carry a larger proportion of pictures, the Herald must work on a tight budget.

At present we are working on a budget of four pictures weekly. Where necessary we must pay an independent photographer to take the original picture, then there is the cost of providing a plastic plate for printing.

The photographer charges us only a nominal fee for the picture, hoping to make up a few dollars more by selling prints to the parties involved. When we engage him to take one or two pictures of any certain event, it should be understood that he is working on assignment for us.

Let's Fluoridate!

Provincial sanction for the fluoridation of drinking water is good news for Ontario people. And we would hope that Georgetown council might be able to include it in this year's budget.

The new government bill enables municipal councils to fluoridate water on their own or refer it to a plebiscite. Introduction of the measure followed a royal commission report favouring authority for councils to introduce fluoridation without plebiscite.

Use of fluoride has received wide approval from health authorities, including

Avian in News Again

Localities are following the Avian tests with increasing interest as the initial flight approaches.

The Avian 2-180, a modified version of the plane which crashed a year ago during tests at the Kitchener airport, has again reached this crucial stage and has recently undergone a series of ground trials in preparation for flight.

THE MAIL BAG

Councillor Explains His Stand on Signs

13th March, 1961

The Editor, Georgetown Herald, Georgetown, Ont.

Dear Sir:

I doubt if there is anyone in the whole of Georgetown who is more sick and tired of the subject of advertising street signs than I am. However, as the issues are somewhat confused and your reporting of last Monday's episode is likely to make them more confused, I am forced to bring a few facts to your attention.

Your reporting of events which took place in council on Monday, March 6th following Hunter/Elliott motion to permit Councillor Barrager to erect another sign on his fuelph Street property is, to say the least, only an approximation of the truth. Consistent with previous reporting of controversy or similar subjects, you have created a picture of personal pettiness which is not supported in fact.

Your headline over the report of the episode read, "Sign request leads to procedural quabble." There is nothing in the report to indicate that this is not a matter of procedure. It is a matter of principle. The report goes on to say, "The fact that the sign would be approved, even by Cr. Cass, seemed to be a foregone conclusion. But he is annoyed that an Elliott/Hunter motion was made with prior consultation with his committee chairman, "un-"

Now where in the name of all that's wonderful did you dream up from? I know that small business gets pretty miserable at times, but real-

It was only on the previous Monday that I voted against the hanging signs at Maveal Motors and the Brewer's Retail store. This was consistent with the summary heading of a procedural squabble. I objected to this in the same way as I voted against free parking tickets for members of Council last year (now discontinued).

In view of the fact that Cr. Barrager had previously sounded off the Planning Committee regarding his sign, and had obtained provisional approval from all committee members, myself excepted, it is difficult to understand why application to Council in the normal way was not made. There can be little doubt that approval would have been given.

As for Mr. Elliott's remarks that, "last week we had motions from the Planning Committee which he (myself) wouldn't move and this is the same," the facts of the matter speak for themselves. The motions in question were tabled by myself in the normal manner for committee members to move. Furthermore, these motions were the result of applications to Council. No such applications have ever been held up by the Committee Chairman as Mr. Elliott knows very well. I can only assume that he was looking for a way out.

As for Cr. Barrager's unnecessary comment to me, "in other words, this is a personal matter," I can only suggest that as far as a motion concerning a sign at the Barrager establishment is concerned, there is only one member of Council who is personally involved. The question of signs, Mr. Editor, is as tedious to me as to anyone else. This was not a question of signs it was a question of principle.

Yours truly,

the persons involved. And one should not expect him to take pictures on speculation or he won't be in business for long.

There is a further angle to pictures on which we would like to comment.

A weekly newspaper must count on advertising revenue for its financial success. We have a hard and fast rule against free news write-ups prior to an event. A rule which, like any other, cannot always be one hundred percent, but which we must enforce for our own protection.

Too many times in past years, we have suggested an advertisement to an organization only to be told "We don't need one. The write-up you have in the paper is all the advertising we need."

Similarly, we cannot cover picture news in advance, except as an 'extra' for an organization which has done considerable advertising which would justify some free space as well. If we do, then we are cutting our own business throat, and allowing our news and picture columns to carry what should be paid for.

We hope readers will understand when we enforce our rule that advertising is something by which one tries to attract people to buy a product, attend an event or subscribe to a certain idea.

many municipal health officials. The dental profession too, has been active in promoting an inexpensive measure which would result in better teeth for the province's population.

It has had its critics too. One of the most vociferous is a Toronto newspaper, and radio columnist whose uninformed ravings have swayed some people. Just as ignorance in the early days of milk pasteurizing hampered another health measure.

The small sum which fluoridation would cost the public treasury would be amply repaid in dental health — and in dental bills saved.

The brainchild of a group of local engineers, and partially financed by local capital, the Avian may place Georgetown on the map in future. The designers have a product which they are certain will appeal, and big things may come from the little plant on the highway where the group has been at work for almost two years perfecting the wingless craft.

As of December 31st, 1960, there were 1,968 communities fluoridating, compared to the 1,856 at November 1st, 1960. These communities serve a population of 38,477,000 people, as against the November total of 37,831,350. The number of U.S. communities adopting fluoridation continues to show a slow but steady increase.

Major U.S. Cities which add fluoride to the water supply are: Chicago, Philadelphia, Baltimore, Cleveland, St. Louis, Washington, San Francisco, Pittsburgh, Milwaukee, Houston, Buffalo, and Minneapolis.

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The Hunter-Elliott motion moving that Cr. Barrager be authorized to erect a sign on Guelph Street was a horse of a very different colour. There had been no application to Council for such a sign — verbal or written. As far as I can see it is a very dubious situation, when a member of Council is able to obtain preferential treatment from other members of Council. This is the question of principle which your write-up dismisses with the summary heading of a procedural squabble.

Yours truly,



SEPARATE TABLES

Holland Adopts Official Policy On Fluoridation

The use of fluoride in drinking water has been adopted in the Netherlands as official policy because experimental results have been so convincing.

Add Fluoride The information section of the Royal Netherlands Embassy in Ottawa reports to the Health League of Canada that a commission charged with the task of giving information on fluoridized drinking water has been installed by the Netherlands Minister of Social Affairs and Public Health, is chairman of the Commission which will try to urge local and regional water supply plants to add fluoride to drinking water.

Endorse System The British Medical Association Public Health Committee previously endorsed artificial fluoridation of public water supplies so as to bring the concentration of fluoride up to one part per million. Fluoridation projects in the United Kingdom are being extended and speeded to success.

Experimentation Fluoridation has also been introduced to Switzerland, and the program of experimentation in the community of Aigle is being continued.

Number Increased The American Public Health Service in Washington, D.C., reports a steady increase in the number of communities adopting fluoridation and in the population served.

Growing Steadily As of December 31st, 1960, there were 1,968 communities fluoridating, compared to the 1,856 at November 1st, 1960. These communities serve a population of 38,477,000 people, as against the November total of 37,831,350.

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WHAT DO YOU THINK?

Do you think the Kennedy administration will help ease the cold war tension?

Emil Zuber, Delrex Blvd. — Yes, I do. I think Kennedy has the guts to try something new.

Fred Masterman, Charles St. — The answer to that will lie with Mr. Kruschew.

Frank Golden, Main St. North — He couldn't do any worse.

Grace Irwin, Hewson Cresc. — Yes, I think so. That's already been signified by the release of the three American pilots. Kennedy is going to try awfully hard.

Tom Darcie, Charles St. — From the start he has made, it looks that way. He is certainly trying his best.

Jan Cass

Controversial Corner

by Ian Cass

THE BLOW FALLS

The long anticipated Ontario sales tax has now been announced. The 3 per cent tax will carry the Ontario Government's total annual budget into the staggering figure of one billion dollars plus. Despite increased income from sales taxation the Province will spend 180 million dollars more than it receives in the 1961-62 fiscal year.

Education a Big Problem There can be little doubt that the new tax with enthusiasm. Many who take the trouble to find out where the money is going, will be tempted to claim that far too much money is being spent on education and welfare — particularly education. And a good case can be made for such a claim.

Who Wants a Planned Town? In view of current interest in some aspects of town planning, the following quotations are noteworthy. Kenneth Smith writing in the Globe and Mail says: "Zoning bylaws had to be imposed to stop the clutter from getting any worse until long range plans could be formed, but they seemed at first to be nothing but restrictions on free enterprise. Planners were seen as domineering socialists. Owners and developers shouted that no one was going to tell them what to do with their own land. Today, council members cannot fail to be aware of the growing number of people who see the need to escape from the drabness and decay downtown and from the treeless monotony of the suburbs."

So Steeply It seems to me that if education costs have gone up so steeply, some tangible results should be apparent. Every child who successfully passes Grade 12, or obtains Junior Matric or its technical equivalent may be considered as a success for our educational system.

Outdoor Ugliness The second quotation is from an article by John Pratt, who is an architect and also mayor of Dorval, he writes: "The mid-twentieth century has made its own special contribution to outdoor ugliness that has been deliberately planned to assault the eye of the beholder. I am talking about the flood of even bigger and uglier advertising signs that move, blink and flash in all colours of the rainbow, reaching across the streets and down from the rooftops to grab the passer-by's attention in the name of commerce. They have become a malignant growth in every community large enough to boast a main street."

Is the County Government Obsolete? In an excellent article in the Municipal World, Norman Pearson, Planning Director for Burlington, takes a very critical look at the county level of government. The article is called "The County — Fossil of Administration." He points out that Canada has more levels of government than other industrial nations and that the county form no longer disquiet me. I know there are many municipal councillors in Ontario who are unhappy with the present system whereby the county's funds are raised by the towns and townships, yet its expenditures are never examined and criticised by the general public.

There are many reasons for this failure and one of the most important is public attitude. Too many people are prepared to ignore their responsibilities to their own children on the assumption that the schools will pick up the slack. Too many people think that their little Johnny would be a genius if it

weren't for the fact that his teacher doesn't handle him properly. The truth is that if little Johnny's parents had accepted their responsibilities in the first place he wouldn't be the undisciplined little brat that he is and his schooling would have a reasonable chance of success.

And then, of course the money is good. My take home pay is better than that of many truck drivers — almost as good as that of a welder or a bricklayer. Unlike them, I don't draw overtime. I don't think of security. All I have to do is teach for 35 years, and I get the full pension. Am I ever going to raise hell around the lawn bowling club when I get on that pension! Wheelchair or no wheelchair!

But all these things are mere adjuncts to teaching. After all, we're not just interested in money and security, are we? Well, ARE WE? Of course we're not. Money is no more important than, say, breathing. No, what

SUGAR and SPICE By Bill Smiley

"How do you like the teaching game?" So many people have asked me this question in the past few months that I thought I'd try to answer it here. My usual reply is what I hope is an eloquent shrug.

One reason I left the newspaper business for teaching was that I thought it would give me more time with my family. As a weekly editor, I was out night after night, covering meetings, attending banquets, and the like. The only time I had with the kids was on the week ends.

As a teacher I spend a lot more time at home. And I see even less of my family. I'm locked away in the smoke filled little room on the second floor, five nights a week and most of Saturday and Sunday. I see so little of the kids that there are times when I can't quite remember their first names.

Another reason for embarking on a teaching career was all those holidays. Two months in the summer. A week at Christmas and another at Easter. Of course, last summer, I had to go to summer school and work like a dog for two months. And this year I have to do the same. And at Christmas I spent exactly 47 1/2 hours during my holiday week, marking papers and it will be the same at Easter. And then, at the end of another year, when I am qualified as a teacher, I have to go back to summer school for yet another eight weeks to get my specialist's certificate.

And there is nothing to equal the rich satisfaction a teacher derives when he has taught something so difficult that the sweat is running down his back. And he knows he is getting through to them when he sees young Mary's face light up like a flower. And he nods to her in kindly fashion when her hand is raised. And she asks, courteously, and intelligently, "Sir may I go to the wash-room?" It makes everything seem, you know, sort of worthwhile.

There's a completely different atmosphere in the school these days. When I was in high school, if a kid got out of line, the teacher would clobber him. My old science teacher could clip a large lout right off his stool, across two desks, and into a limp heap of rags on the floor, without disturbing a test-tube. My old maths teacher favoured a two-knuckle smash just above the kidneys, which enabled you to say nothing but "Huh! Huh! Huh!" for about four minutes.

That old brutality has all gone by the board now, and a good thing, I say. Nowadays, if a kid does something that disqualifies him for a sound beating in the chops, you realize he's not doing it just for hellery, he's emotionally disturbed.

And the kids appreciate it. Aside from the fact that they'd have a lawyer on you if you gave them a dirty look, there's a wonderful new sympathy between teacher and student. I'd bet there's not a single kid in any of my grades who would refuse to sign the class card of condolence to my wife, if I were to be run down by a bulldozer.

How do I like teaching? Well, say, I haven't really time to discuss it, right now. I have four hours' homework to do, an examination to prepare, and an hours' work on the school year-book. Come back and ask me in the summer of '63.

ECHOES

From the pages of the Herald March 14, 1951 and March 19, 1956.

TEN YEARS AGO

The March edition of Feather Fancier, just off the press marks the sixth anniversary as an editor for Corey Harrington, local fancy poultry breeder and judge.

Should Give Surplus Grain to China Famine

Dear Sir: Why do we turn our backs on millions of starving Chinese? A major disaster has struck mainland China. The Chinese government, previously boastful of its great agricultural production, has made clear the seriousness of the disaster. In recent months, typhoons, floods and droughts have reduced by one half China's 1960 harvest. Mass starvation is the result.

Meantime, in Canada, surplus grain is one of our largest national headaches. We are happy to sell grain to China. But we buy practically nothing from that country. So China can pay for only a small amount of grain. Thus if we are going to help tide China over the crisis, we need to give grain without charge. What action can we take? We can write to the Prime Minister, and the Minister of Agriculture. Our views should also be made known to our local member of parliament. Let Canada be a little more helpful to the hungry of the world, even the hungry in China.

Yours sincerely, Lloyd N. Freel

area as heavily populated as southern Ontario.

Announcement is made this week of the sale of Empire Lunch by Dave Bowman to Elmer Hutchinson of Markdale. The restaurant was established in its present location by Mr. and Mrs. Frank Penson who moved across from the Cordare building.

A local druggist was flabbergasted to receive an air mail letter from Mexico recently. The writer, who signed his name mysteriously 'V' was supposedly in prison as a bankrupt but offered one third of a hidden \$385,000 fortune if he received the necessary financial assistance. People in other parts of the country have received the same letter.

Members of Georgetown High School Board have planned a celebration this year to mark the fiftieth anniversary of the founding of the school.

Ontario Dept. of Highways will mark the year of the coronation of King Edward VIII by issuing red license plates for motor cars in 1937, it was announced this week.

At the Gregory Theatre — 'Mary Burns, Fugitive', starring Sylvia Sidney; 'Welcome Home', starring James Dunn and Arline Judge.

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