

EDITORIAL COMMENT

Volunteer Main Street

An article by Stanley Westall in the Globe & Mail should be of interest to local merchants and councillors.

Provocatively titled Ontario Requires a Volunteer Main Street it tells of an experiment in England in which the downtown area was revitalized at a cost which property owners could afford, and suggests that the same thing might be possible for an Ontario town.

Here are Mr. Westall's views on the subject.

"Most of our shopping streets, all over the country, have an uninviting, undistinguished and unloved look about them. All too often, the character of the street as a whole and the personality of the individual buildings in it have become submerged in a jumble of discordant shop fronts and glaring advertisements, a clutter of traffic signs, a network of overhead wires, and incongruous, designed lamp posts. What is perhaps best of all, there is a depressing drabness due to the neglect of colour."

Canadian planners have been voicing this demand for many years. These are some of their words, however, but remarks made by British cabinet minister Duncan Sandys at the opening ceremony of an unusual street in Britain.

Magdalen Street, Norwich, was selected by the Civic Trust, of which Mr. Sandys is president, for an experiment in design. The Trust had the cooperation of 80 shopkeepers and property owners, the local bus company, the Ministry of Transport and a committee of architects.

In the course of the scheme, 66 properties were repaired; 58 name boards were replaced or otherwise altered; 22 projecting signs were removed; 26 traders installed new signs; street lamp standards were replaced by lights bracketed from the buildings; concrete lighting was installed on an important building; the church was flooded; two improved bus shelters built; 30 traffic signs were reduced to 13; overhead wires were eliminated and a vacant lot was planted as a garden.

Cost to the property owners and occupiers was about £5,000 — an average of £200 each. In real estate translation, this means that the average merchant increased his business and gave himself a more pleasant place to work for about \$320. Canadian storekeepers usually estimate a face-lifting of between \$1,000 and \$2,000 but possibly the English experiment was conducted with the benefit of free advice and minimum cost.

Since then, the idea has caught on in Britain. Similar schemes are either under way or under consideration in more than 100 towns, ranging from small villages to large industrial centres such as Stoke-on-Trent. Special projects are Windsor High Street,

facing the royal castle, and the Royal Mile in Edinburgh.

Dr. William Kilburn, History Professor at McMaster University, sent me this information on the Civic Trust experiment.

He suggests that if any Ontario main street wishes to offer itself as a guinea-pig for a Magdalen Street facial, the part played by the Civic Trust could be assumed by the Architectural Conservancy of Ontario, and the Community Planning Association's Ontario branches.

The regrettable aspect of Ontario's situation is that Magdalen Street idea is far from new. There are more solutions than there are problems. Many forward-looking Chambers of Commerce have fat files of ideas — supplied by planners, both professional and amateur architects; New York's Downtown Ideas Exchange; urban development associations and private citizens.

Ottawa has been successful in obtaining legislative permission to control design on its major streets and squares — London and Sarnia failed. Toronto has partial control over University Avenue and fairly rigid control of the block facing its new city hall.

The pressure for control is growing, but so is opposition — both from architects who resent the suggestion that their work be judged by a committee of equals (which could lead to uniform mediocrity) and by merchants who have little money to spare on castles in the air.

Professor James Murray, editor of the Canadian Architect, believes that a competent advisory group would have a worthwhile service to perform but he does not want to see the development of a by-law that all buildings shall be Dark Brown (Municipal Color Y B 385) or even that all buildings shall be colored subject to the approval of the sub-committee on design of the Municipal Building Department.

"Legalized taste-making," says Prof. Murray, is wrong for design, wrong for the public, wrong for the law, wrong for the architect and wrong for architecture.

Property owners — who are not always merchants — are unwilling to spend more money on their property than is economically sound.

Both groups have to be convinced that cooperation is possible, that business returns are assured and that government will not step in with freedom restricting by-laws or impositions of bureaucratic taste. The situation is parallel to Ottawa Sparks Street mall experiment, watched anxiously by trade groups and planning boards in every Canadian city.

Ontario requires a volunteer to offer its main street to the coordinated activities of an urban beauty parlor.

Before and after photographs make a telling argument.



THOSE SUMMERTIME POSTCARDS

shrimed in a famous woodcut by Albrecht Dürer, depicting Christopher Columbus as a man in a crown, surrounded by sailors and a ship.

"Church scholars have found little historical evidence to corroborate the legend. The only firm fact that is known about St. Christopher, they say, is that a church bearing his name was built near Constantinople around the middle of the fifth century."

Personal Patron Saint I was reminded as I lined up my small stack of the day I was to join the Royal Train when Queen Elizabeth and Prince Philip landed in Canada on their first visit.

Stood on a street as our coach was about to pass the way of the Holy Spirit, I was a poor fellow. I had to miss the opportunity of a momentary glimpse of the royal couple.

Fortunately I was offered a ride in the official automobile of a Canadian in New York. It was a pleasure to have a personal glimpse of the royal couple.

We needed two prayers and the prayers of the Holy Spirit for the Holy Spirit was under construction and I was under construction and I was under construction and I was under construction.

Ontario requires a volunteer to offer its main street to the coordinated activities of an urban beauty parlor. Before and after photographs make a telling argument.

Facts About Fluoridation

The word Fluoridation has popped up in council discussions infrequently. However, the time may not be far off when it will dominate the Monday night session.

The last time the controversial water additive was referred to, it touched off murmurings of a change in the recipe of Georgetown's drinking water. When the time arrives council will probably go to the people with a plebiscite on fluoridation. If that happens council will be assuming the populace has some knowledge of the subject on which they are balloting.

On that supposition here are some of the facts:

- Almost four times as many people are drinking fluoridated water now as did so five years ago. In Canada as a whole, the population affected by fluoridation has increased by 980,000.
• Fifteen more municipalities began fluoridating their water supplies during 1960. Five of these municipalities are in Saskatchewan. Of the five, all but Prince Albert initiated the measure by council action. A vigorous contest preceded the Prince Albert plebiscite. The result was favourable to fluoridation by a majority of approximately 250. In addition, Estevan and Rouleau have voted in favour of fluoridation but their plants are not yet in operation.

- In Manitoba, four communities with a combined population of 14,700 were added to the list of fluoridating municipalities. No plebiscites were held in these municipalities. Three more communities are now in the process of adopting fluoridation.

- Alberta has one, and British Columbia three more municipal areas fluoridating their water. In British Columbia, three plebiscites were held in December, 1960. Unfortunately, none of the three were successful. Quebec has two more fluoridated communities this year. No plebiscites were held in the province during 1960.

- The Ontario Fluoridation Investigation Committee tabled its report on February 21st, 1961. The committee gave complete support to fluoridation and recommended that legislation be enacted to enable municipalities to fluoridate their water without holding plebiscites.

- No progress was made in 1960 in the Maritime provinces or in Newfoundland. A plebiscite was held in Charlottetown, Prince Edward Island, but fluoridation was defeated by 1,540 votes to 1,513.

- Brazil, the new capital city of Brazil has recently had its drinking water fluoridated and the first three stations, sufficient to furnish water to a population of 200,000 have been inaugurated, according to a news release just issued by the Health League of Canada. A few days later, Campinas, the thirteenth largest city of Brazil also began to fluoridate.

- The latest information from Chile shows that fluoridation of water supplies, which began in 1953 in the city of Curico, with 29,000 inhabitants, is now being used in 24 additional towns and cities, thus benefiting some 800,000 people. The Chilean authorities hope to extend the scheme to another 21 communities so that 1,400,000 people, or 19% of the population will benefit from it in due course. Fluoridation measures have been stimulated by the School of Public Health of the University of Chile and are accepted both by the profession and by the public. This information was obtained by the Health League of Canada from the International Dental Federation, News Letter.

MERRY MENAGERIE By Walt Disney



"I escaped with his hat while he was sawing a woman in half!"

SUGAR and SPICE By Bill Smiley

My, but the city has become evening on the town for maybe a wild, wicked place since 1.85 cents.

lived here as a student, twenty odd years ago. In those days, it was considered a lost week-end if you had a few beers in the King Cole room. Once in a while, we had a Dionysian revel in the man's residence, ringer for John L. Sullivan. I which we were allowed to have girls in, on a Sunday afternoon, and give them cocoa and raisin bread in the common room.

But those days of innocence and virtue have vanished. Don't talk to me about the stews of Alexandria, the bordellos of the Left Bank in Paris or the French Quarter of New Orleans. Your words would fall on the indifferent ears of a man who has just emerged from a week end of unbelievable debauchery in the City. Canadians need no longer hang their heads in shame when the talk turns to depravity. We're loaded.

I know I shouldn't have done it. It's going to be hard to face my wife and children. But you know how it is when you're at the dangerous age. Suddenly something just seems to snap and you're off on a crazy wing-ding.

I'd stayed in the city on the weekend to study for the exams. My intentions were as pure as those of a university student. But, oh dear, it was a warm, soft summer evening and I was lonely all of a sudden, and Psychology in Education seemed a book of monstrous size and dreadful dreariness. So I had one of my famous little chats with myself.

You have to go out to eat any way. A change is as good as a rest. You'll go quiet cool up in here. You can study later. As usual, I won the argument.

Next thing, I knew, I was strolling happily up Philosophers' Walk, enjoying the sights and sounds. The lovers lying on the grass, nose to nose; the old lady bawling hell out of a black squirrel because he wouldn't come out of the tree and get his peanuts; the bum stretched out his overcoat on, but his feet bared to the evening sun.

I thought I'd had a new place, just opened. I boosted a 50¢ buffet, all you can eat. Just a right for my budget. I had a beer and a burger. I ordered space.

I may be able to tell all, to relate the remainder of that dreadful night. But it will have to be in next week's issue. Watch for it — the simple, but affecting story of one small town chap's descent into the pit that is The City after hours.

ECHOES

From the pages of the Herald, August 1951, 1936 and 1916

10 Years Ago

• Doctor John Kerby will join the local dental fraternity this week when he opens an office on Main Street. Dr. Kerby is locating above the Bell Telephone office where Dr. Frank Watson practiced for so many years.

• Georgetown's Inter-league baseball team will be fighting against the odds when they meet Listowel here tonight in the second game of a best of 3 playoffs for the B title. Monday night they had a 15-2 pasting. Harv Chappel started and got relief from Glenn Gibbs and Art Stamp.

• A new store will open in Georgetown on Friday. Don Harrington, local painter and decorator is opening a paint and wallpaper store which will be located in the Main St. store recently vacated by Vogue Hairdressing.

25 Years Ago

• John K. Moore of Esqueping Township found one of his cows, which had wandered away on a rocky ledge part way down a steep cliff on his farm. The cow's leg was broken. Mr. Moore and his son fixed it for a week by carrying hay and water down to it but the fall apparently was too much for the animal and it died yesterday.

• Thursday morning about 3 am, the firemen were called to the CNR yard where a box car had burst into flames. The car was part of a train which had just come in from Action. The firemen saved the boxcar but the contents were completely destroyed.

• At the Gregory Theatre "Moon's Out Home" starring Margaret Sullivan and Henry Fonda "Another Face" starring Wallace Ford, Frickles starring Tom Brown.

45 Years Ago

• Natural gas is dying out. Gas companies all over the area are asking county to prohibit the use of natural gas throughout the winter months for heating. The object is to conserve the supply as gas is becoming almost depleted. Six wells drilled this year have been total failures.

• ADVERTISEMENT: A few horses wanted. Not less than 1,500 pounds, short backed, well ribbed, straight hind legs, will be required only to move at a walk with a very heavy load. Wanted by the British Commission.

• TENDER: Sealed tenders will be received up to Friday, August 10th for the laying of a cement pavement on the Main Street of the Village of Georgetown. F. L. Heath, Village Clerk.



Diary of a Vagabond

BY DOROTHY BARKER

A Phony Saint? When lost, that first medal was replaced several times. Why, I cannot say, but I feel

summers when my mother de-very much more comfortable when the silver replicas of this famous Saint is nestled in my bag as I journey by rail from coast to coast.

Now I am made to believe that St. Christopher is not a saint to be recognized after all. Roman Catholic scholars think the same fate is in store for me this was the end. The concerning St. Philomena, who was struck from the roll by a recent Vatican directive.

Future Status Shaky The directive means that the feast of St. Philomena will be dropped from the Roman Catholic liturgical calendar, in her if he is not available, any one of the available Active Medical Staff in or available to the hospital will be called.

Emergency Treatment Emergency treatment given to injured persons within 24 hours of the time of an accident is completely paid through the insurance plan at the fixed rate of \$8.50 and any treatment including emergencies over 24 hours from the time the accident occurred are charged at a rate which has been set by the Board of Directors which includes the normal costs of providing the services required.

It is hoped that this short explanation of this Hospital function will help to increase the community's understanding of what the Hospital can and cannot do for persons who require treatment without admission.

remove from diocesan calendar... the feasts of those martyrs and bishops of ancient times... little or no historical knowledge... A syndicated article by Louis Fisher, Paris, of "Travelers' Cassels" went on to say, "populists will always be my personal legend, which has been en-

Every time an arch-mover or an over-sized balancer bore down on our vehicle I murmur about whom there is no historical knowledge.

Valerian will hit St. Christopher's office following a number of phone calls and discussions.

EXPLAINS ADMITTANCE HOSPITAL PROCEDURE

It has come to our attention that a number of people have come to the Hospital under the misapprehension that the Hospital is equipped to handle all out-patients, including those patients who would normally have gone to the doctor's office. It is very much regretted that a number of these people have waited for some time in the Hospital only to be eventually referred to their Doctor's office following a number of phone calls and discussions.

Only on Doctor's Orders

The Georgetown and District Memorial Hospital is only authorized to operate an Emergency Service for the treatment of actual injuries and diagnostic services. The latter including X-Ray and Laboratory tests. These diagnostic services are only provided on the specific order of the patient's Doctor normally after a patient has been seen in the Doctor's office or the patient's home.

In the case of an Emergency, the injured person comes or is brought directly to the Hospital. Emergency Service for the quickest possible treatment. In this case, the hospital staff will first try to contact the patient's personal doctor following which, if he is not available, any one of the available Active Medical Staff in or available to the hospital will be called.

Emergency Treatment

Emergency treatment given to injured persons within 24 hours of the time of an accident is completely paid through the insurance plan at the fixed rate of \$8.50 and any treatment including emergencies over 24 hours from the time the accident occurred are charged at a rate which has been set by the Board of Directors which includes the normal costs of providing the services required.

It is hoped that this short explanation of this Hospital function will help to increase the community's understanding of what the Hospital can and cannot do for persons who require treatment without admission.

H. Graham Gilhooly, Administrator