

... EDITORIAL COMMENT ...

To Set the Record Straight

Two weeks ago, the Herald commented editorially on its stand in municipal elections. To illustrate a differing viewpoint, we quoted from a recent article in a trade paper, Canadian Printer and Publisher.

The article said much more than we quoted, including a particularly vicious attack on the former Herald owner and the company which now employs him as managing editor.

Last week the Leader retailed with full force, and in turn quoted from the Printer and Publisher article.

We do not intend to keep up a cat-and-dog fight with another newspaper. But, for those who read the Leader editorial, we feel we must correct one glaring misquote.

The Leader editorial says: "In an article in the current issue of Editor (?) and Publisher, Mr. Bohn was quoted to this effect - I don't want Georgetown to grow. I like the way it is."

Aside from the untruth of the allegation, there was an extremely important omission. Mr. Bohn was quoted by Rex Heslop as saying this.

The Printer and Publisher article contained slighting personal references to the Herald and its staff. It also revealed an unusual method of "selling Georgetown to its own people and the nation" by apparently encouraging local people to shop in neighbouring communities.

Originally we had no intention of reprinting it, but so all the facts might be on local record, we are doing so.

By way of explanation, the article discussed seven newspapers established in Ontario in recent years, and our reprint is merely that portion devoted to the local one.

Printer and Publisher said

In Georgetown, where the Thomson company's new for-stand investment led it to purchase the long-established Georgetown Herald about four years ago, another weekly has appeared on the scene, the Georgetown Leader.

One of its main sponsors, Rex Heslop, a Georgetown developer and treasurer of the publishing company, is blunt and controversial about the reason for the Leader commencing publication.

Without endorsing Mr. Heslop's views, Canadian Printer and Publisher reports them as received in writing.

The Georgetown Leader was created to sell Georgetown back to its own people and the nation," Heslop wrote.

"We felt that the existing weekly newspaper would not, or could not, do the job," Heslop says. His Delrex Developments Ltd. invested a million dollars for its industrial park, built a shopping plaza and owns most of the available industrial, commercial and residential land. It started operations in Georgetown in 1958. The population was

about 3,600. At June 1, 1962, the population was roughly 10,600.

Heslop continues: "The company built approximately 1,000 houses here. For four years a small group of politicians constantly attacked the company in the news columns of the existing newspaper."

"When we complained to the editor (the former Thomson newspaper acquired the Herald), he invariably replied: 'We're neutral.' We used paid advertising to combat the attacks in the paper's news columns but found it hopeless."

Mr. Heslop also says "that the editor had remarked, 'I don't want Georgetown to grow. I like the way it is'."

"Some time later," the editor told the Herald to Thomson, but the attacks on the company continued in its news columns. The editorial column was "silent or neutral," according to Heslop.

"Eventually, we decided the only way to tell the company's story was by starting another newspaper. Meanwhile, all building activity ground to a halt and Georgetown stagnated, although we spent half a million dollars for advertising and publicity."

"I called a group of businessmen and merchants together. All agreed another newspaper was a necessary eighth century of the present immediately bought shares in The Leader Publishing Company."

"We agreed to lend our public relations officer, Claude Kewley to the new company for a year to produce a new newspaper."

"A month from the day this decision was reached, the first issue of the Georgetown Leader was 'on the street.' From the standpoint of reader interest and public acceptance, the newspaper was an instantaneous success."

Editor Claude Kewley takes over the story.

"We gave away 3,500 copies weekly for four months and then overnight placed it on a paid circulation basis. I was given a free hand editorially. My only instructions were to sell Georgetown."

"During the first five months of our existence we backed a mayorally candidate for town council and four for council. All were elected. This result, we felt, vindicated our vigorous editorial policy and to some extent justified our existence. We are not positive, but we believe our paid circulation in Georgetown and district is equal to, or larger than, our entire circulation elsewhere."

"Recently both papers jealously guarded their actual paid circulation, but in the very near future, we intend to apply for A.I.C. membership."

"We attracted 35 advertisers in the first 12 months of our existence. Our national rate of circulation is justified by the quality of our newspaper."

"Actually, Georgetown merchants and citizens cannot support one good weekly newspaper, let alone two."

"We have sought and succeeded in getting advertising from merchants in adjacent municipalities such as Brampton, Milton and Oakville. Plans for early expansion of The Leader's facilities and sphere of influence are now on the table."

"Our news columns have been factual and objective. In our editorial columns we have striven to present the land company's side of the story, firmly convinced the interests of the company and the town are indivisible."

No matter how contentious such opinions may be, the Leader is now in its second year of publication in what was a one newspaper town for a quarter century.

Drop Alliance Name Dmtar Replaces It

Recently Dominion Tar & Chemical Company Limited, announced the formation of six wholly-owned operating subsidiaries to administer the manufacturing and marketing program previously carried out by its six operating groups. This second development stage of the DMTAR Organization involves some re-assignment of manufacturing units within these new companies as well as appropriate adjustment of titles.

In Georgetown, Dominion Tar & Chemical has its major paper coating plant, The Alliance Mill of the Howard Smith Paper Mills Limited. This mill, formerly part of the Kraft and Fine Paper Group, is now operated by DMTAR Pulp & Paper Limited, and will be known as the Georgetown Mill, Howard Smith Division, Dmtar Pulp & Paper Limited. The organization of DMTAR Pulp & Paper Limited provides for a central management and administrative staff located in Montreal and the consolidation of all operations into two operating divisions: The Howard Smith Division, manufacturing and marketing fine, coated and specialty papers, and the Kraft and Buxboard Division producing a wide range of bleached and unbleached Kraft papers, roofing, regular and industrial packaging papers and paperboards, clay coated and regular boards.

E. P. Taylor Chairman and Paper Limited include: E. P. Taylor, Chairman of the Board; W. N. Hall, President; S. A. Kerr, Secretary; Harry E. Mason, Vice-President and Managing Director; W. H. Ald, Vice-President in charge of Marketing; W. P. Nesbitt, Vice-President, Manufacturing; A. J. Philip, Vice-President, Kraft and Buxboard Division; J. H. Robertson, General Manager, Howard Smith Division; and J. H. Thompson, Vice-President in charge

STREETSVILLE

The mayor of Streetsville next year will get an annual salary of \$1000. Councilors will receive \$360. This is an increase over the present \$750 for the mayor and \$340 for councilors. The by-law was passed by council at its regular Monday meeting.

BURLINGTON

A week ago Tip Top Canning Company's factory was levelled by fire. Charges were allegedly made against the Burlington fire department by Mr. D. A. Hyslop, manager of the plant. In a story in the Hamilton Spectator he was quoted as saying: "The firemen didn't fight the fire properly, and concentrated streams of water in the wrong places." Mr. Hyslop now feels they did the best they could. "They were hung up by pressure trouble for a while but that was corrected. They couldn't have done any better," he said this week.

ORANGEVILLE

Two saddle horses tried to catch a train at the CPR station Tuesday afternoon, possibly because they wanted to attend the horse show at the Royal Winter Fair. The black and white horse and the roan were finally persuaded to give up the chase and enter a stall at the stock yards. A phone call to Circle B ranch brought information that the pair made a habit of breaking out and heading into town.

CALDWON MARY

Some bogus \$20 bills were circulated at Caldwell East last week-end. They were discovered at the bank when the Monday deposits were checked. The serial number on the bills was 1/E 0665252.

Some Questions ?

- 1. Who 'bought' Georgetown if it must be sold 'back to its own people and the nation'? And just what does this high-sounding phrase mean?
2. To our knowledge, any attacks on the Delrex firm in the news columns of the Herald have been public ones, either at council meetings or in the Mail Bag column. Would Mr. Heslop have us report only portions of council that please him and ban Mail Bag letters?
3. Where and when did Mr. Heslop hear the editor express opinions on Georgetown's growth?
4. In what year was there no building in Georgetown, and in what year has our town stagnated?

- 5. How many "businessmen and merchants" are represented in the 80% who bought shares in the Leader? (We know of only three).
6. The Herald has a sworn circulation of 90% in local homes and over 80% in district homes. Actual paid circulation over the past six months is 3303. This information is not jealously guarded - on the contrary we boast about it. What is the Leader's paid circulation?
7. If Georgetown can't support one good weekly newspaper, who have been the philanthropists who have financed the Herald for almost a century?

DISTRICT NEWS AT A GLANCE

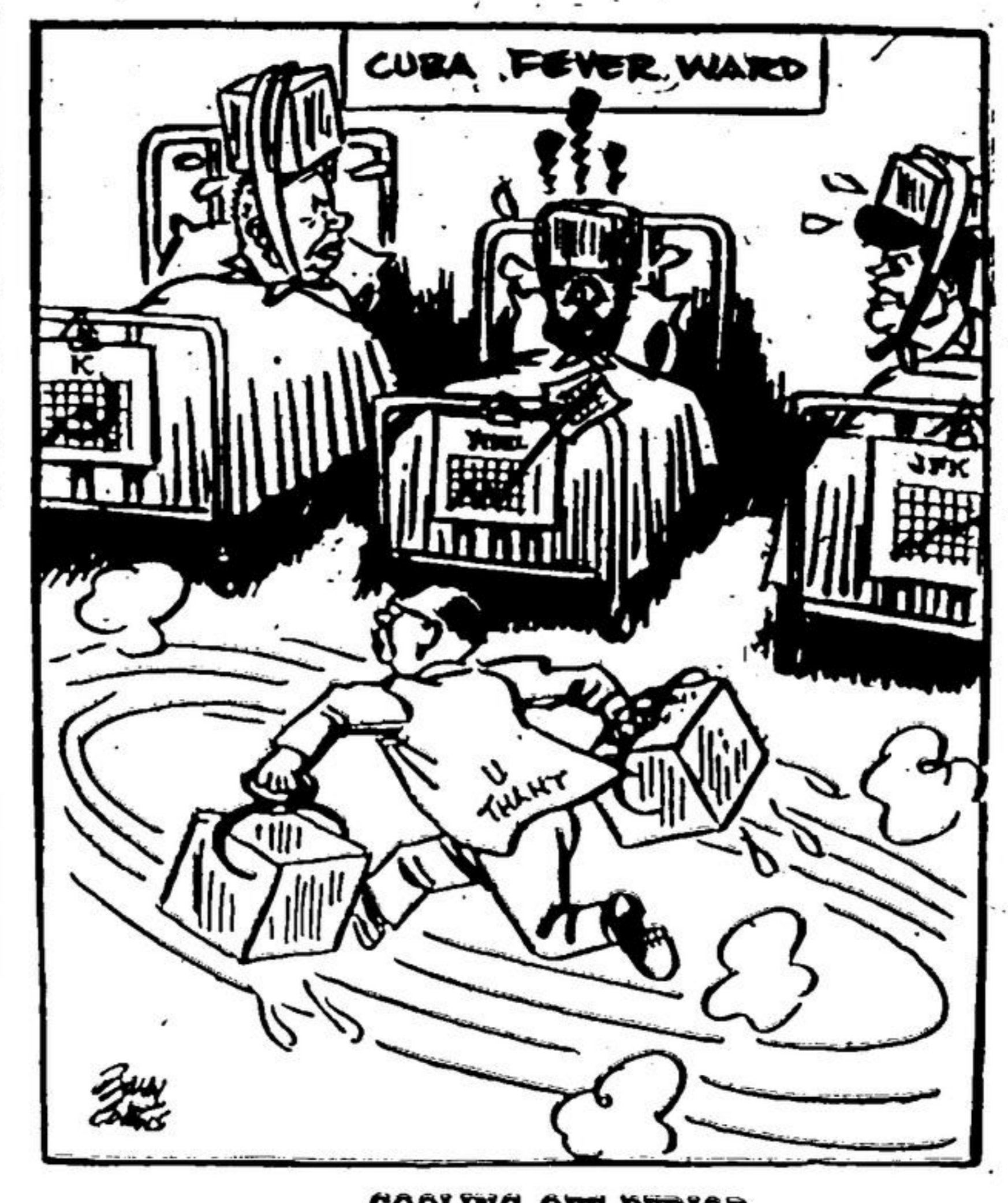
BRAMPTON

The proposed Highway 10 by-pass which would cut through Brampton along the Etobicoke Creek Valley, came in for harsh criticism by a delegation at council Monday. "This should be kicked into the garbage can," said Gerald Fitzhenry after reading aloud from a news story. "There are not many here tonight because we told them it was not necessary, but we can fill this hall with angry people any time council wants."

BRAMALEA

Signing of a new industry for Bramalea was scheduled to take place last week. The project man-

ger for Bramalea was unable to confirm if an agreement had been signed at press time. Size of the land involved is believed to be in the neighbourhood of 10 acres.



OTTAWA REPORT MONTHLY OBSERVATIONS BY DR. HARRY HARTLEY, M.P. FOR HALTON

Since our last column Parliament has again settled down to consider some of its legislation, most of which is worthwhile in itself, but does not contain any of the long-term measures to relieve Canada's economic problems and to solve unemployment measures.

I would like to discuss Bill C-3, a Bill to amend the Food and Drug Act. This bill was brought forward to try to prevent further tragedies such as occurred with the use of drug thalidomide. I participated in the debate as it of course lies in my sphere of drug and interest and also because I felt that it was a schedule of drug prohibition. During the thalidomide trial the Minister of National Health and Welfare has announced that Sabin vaccine is again available for use. As I have stated before that residents of our county should complete their programs of Salk vaccine (the needle vaccine) for their basic protection. If started now this will give time for some protection against polio which occurs in the spring and summer. The Sabin vaccine by mouth can be then used later as a booster without apparent risk, and may have to be used for everyone in times of epidemic.

The remainder of the week is expected to be agricultural Estimates and Bills dealing with the budget. As these were discussed earlier in resolutions it is hoped that they can pass fairly quickly.

ONE OF A SERIES IT'S A BY-LAW

From Your Records dating back to 1865 Did you know - That every loaf of bread you buy in town is sold illegally according to an 1870 by-law, because it is underweight. Passed in June, 1870, by Georgetown council the by-

SUGAR and SPICE By Bill Smiley

Life can be a mighty punishing business. And I don't mean the ordinary everyday struggle for existence. Nobody has ever described that more accurately than Thomas, who observed that every man leads a life of quiet desperation.

ECHOES

- 1 YEAR AGO
Possibility of another court action to force Georgetown to allow building of houses in an unreleased part of the Delrex subdivision was intimated at Monday's council meeting. Mayor Hyde explained that the building inspector had refused an application for a building permit on Jessop Court and it is the town solicitor's opinion that another writ of mandamus may be in the offing.
Georgetown Planning Board has defined what it believes to be "domestic" or household arts allowable in residential areas of town. Georgetown's zoning by-law allows such business activities in residential districts, but when the by-law was drawn up it did not specify details of such businesses.
The Board of Parks management has allocated \$450 this year for the creation of outdoor skating rinks at Harrison and Kennedy public schools.
10 YEARS AGO
Two famous horses, from the Ken McMillan stable of hackneys, were sold last week to William A. Harris, Toronto. Last appearance in the show ring for Halton Performer and Sir David under the McMillan colours was at the Royal Winter Fair where they won a number of ribbons.
Resignation of Charles Willson, Georgetown's clerk-treasurer the past six years will result in a new appointment when the council meets Monday. Mr. Willson succeeded P. B. Harrison as clerk-treasurer and K. M. Longdon as tax and water rate collector.
The 'old public school' is no more. Chapel Street School was chosen as the name for the building at the public school board meeting last Wednesday. It was originally Georgetown Public School, but after the opening of Wrigglesworth was referred to as the 'old public school.'
25 YEARS AGO
There was a good attendance of ratepayers at the town nomination meeting in the public library Friday evening. Nominated for mayor were Joseph Gibbons and Harold Clive. For reeve, A. MacLaren and George Davis. For council, Harold Clive, A. E. Gripps, N. H. Brown, E. B. Gibbons, James Colligan, Joseph Hall, George Harrington, Thomas Lyons, William F. Smith, T. J. C. Armstrong.
The Georgetown Curling Club now have good ice at the rink and games are in full swing every night. The officers of the club for the coming season are: President, E. S. Thompson; Vice-president, E. V. MacCormack; Secretary, G. W. McInlock; Convener, Charles Burnside.