



These youngsters performed readings and joined in Sunday morning's special children's service at St. Alban's Anglican Church. Pictured here are Pamela Bailey, Angie Priestman, Michael Kinnon, Anne Marie Kinnon, Tracy Gibson, Ryan Masales, Paul Courtine, Catherine Kinnon, Ian Robson, Todd Oliver, Paula Mitchell, Todd DeForest and Jennifer Pearce.

## Region hikes rates

Halton Hills residents will be getting a 25 per cent hike in water and sewer rates effective Jan. 1, 1981.

The hike became necessary when Halton Regional Council discovered in October the controversial program of "user pay" for water and sewer services was running at a deficit which would have reached \$500,000 by the end of December if something had not been done.

With the discovery of the growing deficit, Halton Region's outgoing 1979-80 council was told that it must do everything "reasonable" in its power to redress the deficit.

Acting Chief Administrative Officer Dennis Perlin said that the Ontario government considers deficit financing at the municipal level illegal, therefore, the old council would have to act or face possible legal implications.

The old council adopted Mr. Perlin's "Fix It" option of hiking water and sewer rates 25 per cent and this was reaffirmed last Wednesday by the new Regional Council in a 13-8 vote.

Halton moved towards equalized water-sewer

rates in Nov. 1979, when it was decided to take the cost of running water and sewer services off the property tax.

By putting the charges on the utility bill, it was hoped residents would think of it as a regionally-run utility.

The "user pay" concept involved charging recipients only for what amount of water was used and adding a percentage increment for the amount of water which would be returned through the sanitary sewer for servicing at water treatment and purification plants.

This system went into effect Jan. 1, of this year and was beset by problems almost from the first. Hundreds of appeals were registered against the Region, mostly by industrial-commercial users. In many of these appeals, the requests were granted.

Throughout the year some councillors, notably former Regional Councillor Ron Planche, stated industry was paying less than its share, making residents pay more. Other problems included a minimum sewer charge to people using septic tanks and a minimum water charge for people

using wells.

The grumbling by councillors came to a head in October when Mr. Perlin uncovered the growing deficit in the water-sewer system and advised that if the system was now altered, it could develop into a \$3 million deficit by the start of 1983.

When councillors met to discuss what to do in November, no action was taken despite pleas that something had to be done. Mr. Perlin followed this up with his legal opinion about the situation the council would face if the deficit was not made good.

In a stormy November meeting it was decided to adopt the 25 per cent hike for water and sewer services, even though it was noted the incoming council could reverse this stand.

Last Wednesday, the nine Burlington Councillors stated their city is paying out more for the service than it is getting back. This is also true for Milton. But Oakville and Halton Hills need major upgrading of the water and sewer systems in their municipalities and had made plans based on the fact they would have region-wide financing to accomplish the task.

With the approval of the hike, the whole status of regional methods of administering water-sewer services will be going to a joint regional-municipal committee which is to study what to do regarding a report by Price Waterhouse which had suggested staying with the user-pay concept.

However it is realized that the 25 per cent hike must make up the deficit within 1981 so that a more normal system of charging can hopefully be put into action at the start of 1982.



The second Acton Pathfinders had a combination investiture and Christmas celebration Monday night at Trinity United Church. New Pathfinders are: back row (left to right), Julie Charlebois, Gunder Pat VanderEyken, Leah Marks, Lisa Kizylik; front row left to right, Angela Courtine, Debbie Obrigavitch and Marnel Maddeaux.

## 130 donate blood

The Red Cross Blood clinic was very well attended with 130 donors turning out to give.

The Acton Red Cross thanks all those who helped especially the Y's Menettes and Gary MacFadden, and A-B Foodland and Optimist Club for sponsoring this clinic. Santa Claus made a big hit with the children.

Donors were: D.J. Honey, Mrs. M. Honey, Mrs. J. Conroy, Mrs. D.S. Malcom, C. Hargrave, Mrs. M. Hepburn, Mrs. J. Rinsema, Nino Braida, A. Anton, Mrs. A. Duly, Mrs. V. Lansborough, R. Vanderwal, Miss. C. Albano, A. Hurley, Mrs. K. Smith, G. Kroezen, Wendy Fabian, C. Knapman, J. Traas.

A. Robinson, L. Obrigavitch, Mrs. R. McEarchern, Kathy Newman, F. Kroezen, Miss. B. Smith, Mrs. M. Bollert, Mrs. M. Fryers, Mrs. S. Ash, R. Holmes, J. Jansen, Mrs. K. Hannah, Mrs. J. Price, O. Feenstra, A. Ellerby, B.

Freuler, C. Stuckey, W. McKenzie, Mrs. J. Robinson, A. Kroezen, K. Conroy, Mrs. R. Colbeck, Miss. T. Vryenhoek, Mrs. M. McKerracher, Mrs. H. Vanderwal, W. Cameron, A. Silcock, V. Morris, Miss. N. Vetrichek, D. Pye, Mrs. J. Morris, A. Shone, C. Conroy, M. Harrison, Mrs. J. Williamson, Mrs. S. Beerman, W. Scott, J. Coring, D. Hall, R. Lewis, R. Lee, F. DeHaan, A. Ford, R. Lee, D. Dick, F. Van Wyck, P. Brown, C. Auger.

Mrs. M. Thatcher, B. Shannon, Mrs. K. Kiraly, Mrs. P. Pye, Mrs. J. Vetrichek, M. Mattocks, Mrs. E. Mathews, Miss. J. Traas, Mrs. M. Hicks, B. Amphlett, A. Tribe, Mrs. V. Russell, Mrs. D. Gibb, V. Bristow, R. Land-sborough, Miss. J. Schreiber, R. Schmidt, R. Hart, A. McKerracher, O. Wyga, Mrs. P. Barlow.

A. Simion, D. Billing-ton, P. Schreiber, Mrs. M. Barnstable, Miss. P. Irving, A. McDonald, G.

Shone, Mrs. E. Melsaac, C. Britton, H. Looyinga, Mrs. M. Salmon, D. Wettlaufer, W. Mason, G. Gidmen, P. Kroes, B. Looyinga, R. Looyenga, D. McLean, Miss. M. Mellor, Mrs. M. Britton, P. Van Dam, R. Lampkin.

Mrs. C. Woudstra, J. Schreiber, Mrs. E. Jones, B. Fryers, R. Baginski, Mrs. H. Durand, Miss. J. Kuiken, D. Lindsay, J. Robson, M. Splinter, Y. Verbeek, M. Vanopstal, Mrs. E. Rogge, D. Wyga, N. Price, Mrs. B. Marcotte, K. Brown, R. Kilpatrick, J. Wedemire, W. Dehaan.

With the Red Cross Blood Donor cards being computerized the registration went a little slower. The Red Cross hopes this didn't inconvenience anyone.

The local Red Cross will have their inaugural meeting on Jan. 26 at Christian Reformed Church auditorium at 7.30. We hope to have a good turn out at this meeting.

## Friend-in-Deed

### Dodds host Yule party

by Trina Noel

Once again we are in the festive season with all the decorations, everybody baking special goodies and Christmas shopping for their loved ones.

So far it looks like we are going to have a white Christmas with the cold weather and the snow which fills the children with delight.

We had a fine attendance at our meeting of November 25. Some activities for 1981, which is the year of the handicapped were discussed. On December 2, we had

our Christmas party at the home of Ann Dodds. The evening started with a delicious meal of Chinese food and wine supplied by some of our members. Two lovely cakes made by Joan Parker and Mary Dagle topped with ice cream added a sweet touch to the dinner.

A sing-a-long of Christmas carols was followed with Santa Claus who distributed gifts to everyone. A door decoration made by Ann's sister was won by Emily Price. We all had a great time and we thank Ann and Herb for their hospitality.

## Sell home for retarded replace with group homes

Countryside, the residence for the mentally retarded near Hornby, is up for sale, and will be replaced by smaller homes closer to town.

The sale, if completed, represents a change of thinking in the handling of adult mentally retarded in recent years. According to David Williams, executive director of the North Halton Association for the Mentally Retarded, the board decided the 18 residents should be in smaller group homes nearer urban areas.

In this way the residents are not isolated, can walk to shops, restaurants and recreation facilities and learn to mix with others.

Countryside, in a rural setting, has facilities for 15 residents, and was built in 1976 at a cost of \$220,000. The Ministry of Community and Social Services paid 80 per cent of the capital cost and the remaining 20 per cent was raised by North Halton Association for the Mentally Retarded.

While the Ministry also pays 80 per cent of the operating costs, the residents themselves make up the other 20 per cent. They each pay approximately \$300 a month room and board leaving them \$80 a month spending money from the monthly government pension, as required by the Homes for Retarded Persons Act.

The executive director said the Ontario government is backing such a change by urging local communities to support the mentally retarded living in group homes in the community.

The Ministry of Community and Social Services has approved

### Store at Silvercreek

A general store may once more operate at Silvercreek, at the junction of Trafalgar Road and the Seventh Line.

Ilse Seitz has applied for an amendment to the Official Plan to have the zoning changed to commercial. The Niagara Escarpment Commission has given its approval.

the sale in principle, and negotiations are underway.

All members of the North Halton Association for the Mentally

Retarded have been notified of the proposal in a newsletter.

## ADVERTISING TIPS

### HERE ARE SOME TIPS ON WHY YOU SHOULD BOOST YOUR ADVERTISING:

1. Whether business is good or slow, you have to get your share of whatever business is around. Cutting back your newspaper advertising puts you at a disadvantage at the very moment you need an edge.

2. In times of uncertainty, consumers are careful and a little reluctant to spend. They want to be sure before they buy; they want information. One of the main ways they get information about products, services, prices and values is from newspaper advertising. Yours — or somebody else's.

3. Maybe you figure other retailers in your line are going to cut back their advertising, so it's safe for you, too. Right? WRONG. You're in competition for the consumer's dollar with every other retailer in town, no matter what he sells. People have only so many dollars to spend and if they don't spend them for what you sell, they'll spend them for something else.

4. "Slow" times ahead? Perhaps, but there are more Canadians working now than ever before. More women working too, adding to family income. People still need and want goods and services and will spend for them. There is plenty of business out there. Your competitors will be bidding for their share — and yours.

5. You can't do much about most factors in the marketplace — rent, labor costs, price of merchandise, what the competition will do. But one thing you do control is your own promotion. Remember that newspaper advertising is not just a cost of doing business. It's a proven sales tool that returns many times your investment in store traffic and sales.

6. Remember how long it took you to get started? Once you build up a business, you can keep it going with a moderate, consistent newspaper advertising program. But if you cut your advertising and lose your hold on the public's awareness you'll find it's much harder to build it up again. It's sort of like starting all over.

7. Your newspaper advertising is part of your sales force. Ads help to pre-sell the customer and help you close the sale faster. What saves you time saves you money.

8. You say your customers know you and for a while at least they'll keep coming in even if you don't promote. That's partly true, but shortsighted. Remember, one out of five Canadians moves every year. So there's a steady flow of your customers out of your market, and a corresponding influx of new people who don't know you at all. Tell them about yourself.

9. Here's a hard fact to chew on. Over any given period, a company that advertises below the industry average has sales that are below the industry average.

10. Advertising is "news" — about products and services. Most shoppers look for this kind of news in the pages of the newspaper. In plush times, retailers often experiment with other media. But when the going gets tough, they concentrate their efforts in newspapers because they provide an immediate pay-off at the cash register.

ADVERTISING TIPS COURTESY OF YOUR BUSINESS ASSOCIATION AND THE ACTON FREE PRESS



SANTA says

"BE A SMART SHOPPER"

LEVIS 619 \$21.99  
BOOTCUT \$26.99  
BOMBER JACKETS \$35.89  
DOWN/FEATHER VESTS NOW \$22.50  
Reg. \$29.99

### JUST FOR THE KIDS

SNOW SUITS Reg. \$28.89 NOW \$22.00  
KRICKET JEANS 20% OFF  
GWG YOUTHWEAR 20% OFF

### SOCK IT TO DEPT.

WORK SOCKS 3 PR. \$3.90  
DRESS SOCKS 75¢  
ARCTIC CIRCLE \$3.75  
EXECUTIVE DRESS HOSE 99¢

The Christmas Factory  
Friday, December 19th  
open 10 a.m. to 9 p.m.

10% OFF ON Friday  
from 5 p.m. to 9 p.m.  
(except sale items)

DRIVE A LITTLE — SAVE A LOT

THE OLD  
GLEN MILL

586 MAIN ST. GLEN WILLIAMS 877-1351

