

TO SERVE THE BUSINESS COMMUNITY AND CONSUMERS

Better Business Bureau catches hold in North Halton

By BOB RUTTER
Herald staff writer

A Better Business Bureau is alive and functioning in North Halton and Oakville.

Active since Jan. 1, the bureau is based in Oakville and is an offshoot of the Greater Toronto Better Business Bureau which has a membership of over 5,000 firms and provides information on more than 50,000 firms, business and organizations.

"The reception has been excellent," member service representative Larry Martin commented during an interview with The Herald last week. "It's obvious this is something (business) have been waiting for."

The initial target for membership in Halton is 400 this year, area manager Mike Littman said. But he stressed the bureau with consumers does not sell membership.

Applications are taken from concerned businessmen and subjected to a screening by the bureau. This screening includes the background of the firm; its length of time in

business; trade, business and bank references; and community in provincial and local licensing requirements.

"If they (the firm) have complaints on file with the bureau," Mr. Littman said, "or they have not answered to them as our records show, they will be notified and the application will be held up until its dealt with."

The non-profit organization provides services to the business community such as providing an advertising code of ethics; provides mediation services for consumer complaints; a fact-finding service on more than two million firms in Canada and the United States; educational services and a public voice for business in its dealings with government at all levels.

"We are firm believers in free enterprise without government intervention and if we can maintain ethical business operations without government intervention we would rather have it that way," Mr. Littman said.

The establishment of the Oakville and North Halton bureau comes following a feasibility study, requested by Oakville, and a decision last year by the Toronto bureau to change its marketing image.

Mr. Littman said the study showed that Oakville would not be large enough to support the operation of a bureau and it was decided to go north taking in all areas within Halton boundaries except Burlington.

"This area is growing by leaps and bounds," he said, "let's say that in the next five years... there will be a largely dormitory population—a new population—and to the new resident, the old established businessman is still a new business, so the Better Business Bureau can assist the established business by its association... to establish itself for the minds of the new residents."

Both new businesses and older established businesses are aided by association with the bureau which promotes a code of honesty in dealing with the consumer.

While the bureau helps the consumer warn businessmen of a new phenomenon—the unscrupulous consumer. An unscrupulous consumer is one who takes advantage of the businessman by returning goods for refund following a specific short-term need such as a weekend party where a dress was worn once.

In 99 per cent of complaints lodged with the bureau,

they are dealt with to the satisfaction of the Better Business Bureau, Mr. Littman says. But the consumer will not always be satisfied.

"We do not recommend people or products, but by association, we give him (the businessman) an opportunity to say I am a reputable businessman," Mr. Littman said. But he cautions that not having membership in the bureau does not mean a firm is unethical.

Mr. Littman said the bureau also works closely with police dealing with fraud offences. The bureau actively maintains a solicitation alert file which can provide information on many fundraising organizations.

Anyone is welcome to contact the bureau about telephone or other solicitations to determine whether the organization is a worthwhile group to support, he said.

Mr. Martin, a Georgetown resident, can be contacted at 877-1850. The Oakville and North Halton Better Business Bureau is located at 345 Lakeshore Road, East. The telephone number is 842-2100.



the HERALD

WEDNESDAY, APRIL 27, 1977

Home Newspaper of Halton Hills

TWENTY SIX PAGES

The full-size paper reaching more than 12,600 homes in Halton Hills



JUST CREEPIN' ALONG

Nine-year-old Patsy Cassessa had the lead role in a song about a turtle at Ecole Sacre Coeur's open house last week but all she got to do was creep across the stage. In the picture above she has just been lifted to a table so that her bindings could be removed.

Council reduces lot levies

Chris DeHale, financial advisor for the Ontario Housing Corporation (OHC) appeared before council Monday to ask that lot levies be lowered for

the senior citizen apartments to be built at Guelph and Maple Streets. Council agreed to the move writing off \$47,000.

She spoke on behalf of the developer Frank Zupet and Sons Construction saying he is behind schedule five or six months because he couldn't get the land re-zoned until December 1976, and then due to rising costs he required extra time to accumulate more funds.

By the time he had the money he discovered lot levies increased \$35 (from \$585 to \$620) and regional levies \$500 (from \$300 to \$800) effective March 7. The increase totals \$47,000.

Miss DeHale was given a 10 per cent contingency in which to work and did not feel the managing board to which she reports would accept the increase.

If she had to appear before the board, a time lapse of four weeks would pass.

Mr. Zupet is concerned with the slow progress, and expressed the need for the building to be closed in by winter, so he could work inside during the winter.

Coun. Roy Booth stated there was no hardship in giving \$47,000 since the OHC donate \$1,000 per unit for housing, council would receive an extra \$44,000. He was worried, however, that this procedure would set a precedent for future endeavors.

Treasurer Ray King had recommended lot levies not be reduced.

Coun. Pat McKenzie said lot levies were low and if reduced so easily this time, would council reduce levies on another senior citizen building which is in the planning stages.

Miss DeHale said the senior citizen apartments had already gone \$1,500 over-budget

Campbellton takes series in three games, Raiders eliminated—see details page 14

Minister in hotseat over green paper

By GEORGE EVASHUK
Herald staff writer

Agriculture Minister William Newman received a round of applause from about 100 farmers Monday when he said farmers would not need the various programs offered them to make farming attractive if they had equity in tariff protection—a federal responsibility—but it was the only applause he got.

For most of the 2½ hour meeting, in Georgetown the provincial minister fielded questions on the government's green paper, on planning for agriculture: Food Land Guidelines. It will become policy in about six months.

The green paper contains guidelines to help municipal and regional councils and planners preserve all the province's better land for future food production.

Its main points would permit official plans to designate high priority agricultural land only for farming or uses compatible with farming; designate alternate uses of low priority land; establish criteria for land severance and adopt the provincial Agricultural Code of Practice for keeping farm operations and rural residences a reasonable distance apart.

The green paper also will set policies to minimize disruption of farming by utility and communication lines; place new emphasis on planning of villages and hamlets; establish buffer zones between urban and rural areas to avoid strip development and have municipalities refine boundary definitions to indicate the direction, extent, rate and time in which future urban growth can occur.

"Some say the guidelines are too weak and some say they are too strong," Mr. Newman said. Any particular policy can have different effects in different parts of the province but the guidelines do contain some flexibility, he added.

"We believe the best decisions are done at the local level under a provincial umbrella," he said.

Several farmers criticized the agricultural code of prac-

tice by saying that it supports the urbanite who moves to the country and not the farmer.

City folk who move to the country complain about the smell of manure which farmers spread on their fields and the noise of farm equipment such as corn driers.

"If the corn drier has to be shut off," said one farmer, "you've got your values mixed up."

Mr. Newman replied that the severance guidelines, which determine how far apart house and farm buildings should be, will prevent that problem. "If you want to move to the country, you have to be prepared to live with these problems," he added.

Other farmers were opposed

to one of the guidelines regarding land severances when the farmer is ready to retire. The policy recommends that farmers be encouraged to consider a mobile home on a severed lot or retire in a nearby village or town so that when the lot subsequently becomes vacant, no problems will be created by the adjacent farm operation.

"We're not saying there can't be a severance," Mr. Newman said. "But a mobile home could be moved off or used for farm help." The government needs to look at the long range implications of a severance, he said.

Mr. Newman urged farmers to write out their complaints and suggestions and forward them to the ministry. He announced that the provincial government would start a promotional campaign to get consumers to buy Ontario produce.

Two resolutions were passed by the meeting. One was that James Reid, Earl McDowell and Rod Pinkey negotiate with Halton Hills, Halton Region and the province a reasonable land-use policy; the other that the province be petitioned to amend Bill 151 which established the region of Halton, to return planning to the municipality from the regional level.

The meeting was sponsored by the South Esqueving Landowners.

Chapel school proposal turned down too soon?

Council may have turned down a chance to buy the Chapel Street school too early, Monday it decided to invite representatives from the school board and St. John's Church officials to meet with planning board to discuss proper planning of the property.

The decision was made at a special council meeting set aside for discussion of funds needed to host the Hardy Cup Championship Hockey series. Georgetown Raiders lost the

chance to host the series after losing the Eastern Canada finals.

A Georgetown developer, Al Piliutti approached Mayor Tom Hill late Monday requesting to appear before council and ask for permission to purchase Chapel Street school.

Mr. Piliutti stated he is aware the option for council to purchase the property expired in June, and he had spoken to the minister of St. John's United Church of returning the price of the property, \$125,000 back to the congregation.

Councillors were taken by surprise by the offer, since Mayor Tom Hill had no time to inform anyone. Mayor Hill had contacted the town clerk, Doug Pritchard and a solicitor contacted.

"According to our solicitor we cannot accept the offer at this time. The offer of purchase is premature," Coun. Roy Booth said.

Coun. G.S. (Pat) McKenzie stated his disapproval of merely sending a letter to the board of education and trying to wash their hands of the affair. "A representative should be sent out to the school board,"

he said.

Coun. Peter Marks agreed that a representative should be sent around and suggested that if council sold the property, the planning board should include conditions for rezoning the land, leaving it open for parkland, and considerations made dealing with traffic problems in the area, and also considering the church's wishes.

Coun. Roy Booth argued that Section 35A in the planning act allowed council flexibility when dealing with developers, but placing such conditions on the property would not be accepted.

However Coun. Mike Armstrong reminded councillors that the budget was passed last week, and monies were not included for the purchase of the school. People are concerned about the property and council should protect the church.

Coun. Pete Pomeroy said the initial proposal for the town to buy the property was not a sound idea since renovating the school would have cost \$200,000, but agreed the property should be saved for parkland.



CONNIE NIEUWHOF

Red Cross worker honored by Lions

By MAGGIE HANNAH
Herald staff writer

Connie Nieuwhof is Georgetown's Citizen of the Year for 1977.

The announcement was made at the Lion's Club award night dinner last Tuesday.

In announcing Mrs. Nieuwhof as the winner Lion vice-president Howard Murphy said that the choice was "not only unanimous but overwhelming in favor of this unselfish and compassionate lady."

Since the Nieuwhofs bought their home on McGilvray Crescent, Connie has been active as a volunteer with the local hospital auxiliary, the Canadian Red Cross Society, and the Local Council of Women, as well as with other organizations.

She received the Canadian Red Cross Society Distinguished Service Award in 1971 for her work as public relations chairman.

She has also been volunteer services chairman and water safety chairman for the Red Cross.

She is still a member of the Volunteer Services Ontario Divisional Red Cross Committee. She is public relations chairman for the Georgetown Red Cross.

Mrs. Nieuwhof was born in the Netherlands and grew up in The Hague. In her teens she was active in Girl Guides, Red Cross, and the Humane Society.

Mrs. Nieuwhof met her husband while they were serving in the Royal Dutch Navy in Indonesia. Jack was a captain in the Marine Corps. They married in Holland and came to Canada with their son, Peter, in 1954. They received Canadian citizenship in 1960.

In her scanty spare time Mrs. Nieuwhof has squeezed in courses in such things as human relations, handwriting analysis, and art.

Mrs. Nieuwhof told her audience that she was "really overwhelmed and I don't like long speeches" as she thanked the Lions for the award.

"I love people and I love to be here with you tonight," she said. "I feel like I'm getting an academy award or something."

Fred Zerge escorted Mrs. Nieuwhof to the platform to receive her plaque from Howard Murphy.

Mrs. Dianna Reed took her husband's place in presenting Mrs. Nieuwhof with a scroll from the Ontario Government.

Bill Manderson presented Mrs. Nieuwhof with a letter from Prime Minister Trudeau.

George Gray represented the Chamber of Commerce when he presented Mrs. Nieuwhof with a pair of books on Halton's history.

Tom Hill congratulated Mrs. Nieuwhof on behalf of Halton Hills council.

The previous winners of the Citizen of the Year award have been the Georgetown volunteer firefighters, Rev. Peter Barrow, the Georgetown volunteer ambulance service, and Mrs. Peggy Treahy.

What's Inside

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School's OK, trustees balk

A Halton board of education committee has given a good report card to the secondary school system but not all trustees at Thursday's meeting were convinced.

The board was presented with eight recommendations and the reactions of an eight member committee that studied a provincial review of the policies affecting the interface between secondary and post-secondary education.

The provincial study "shows that Ontario secondary schools are as good as they ever were," the committee believed "but that the general public

and many members of the teaching profession believe otherwise."

A major effort must be made to reduce the startling difference between what people think is happening in schools and what actually happens in schools, the committee told the board.

The major recommendation made to the board was that the ministry of education initiate a publicity campaign to show how the growth of diversity in enrollment and how changes social have affected the school system.

But school trustees criticized the need for a publicity cam-

paign and committee chairman Wally Watkins said the criticism "distressed" him. The public needs to know but the media does not show interest in spreading these facts as newsworthy, he said.

Trustee Ivan Armstrong said Ontario government advertisements are paid for with taxpayers money and the board should not force the government to spend more money on advertisements. Mr. Watkins replied that the government could perhaps rearrange its priorities.

Trustees Don Long and Len Crosier both felt that the stud-

ent as the end product of the system should show the effectiveness of the school system.

Trustee Fred Armitage said, "We're not good enough to say we are as good as we ever were. We should be saying we aren't as good as we should be but we will get better."

The committee also recommended that there should be no return to a "lock step standardization of content and evaluation upon a provincial basis."

Instruction superintendent John Bosch told the board that students are concerned about the disparity of marks in different schools.

He said that since external examinations were phased out, funds to Ontario Institute for Studies in Education (OISE) to develop standard tests were cut off and the universities discarded a set of standard admission examinations, the only alternate is to establish local standards.

Mr. Bosch said the issue of standards should be brought "front and centre."

The committee also recommended:

—that the ministry provide guidance and support in curriculum implementation for high school teachers in light of

the wide diversity of students in high schools;

—that the ministry sponsor the development and application of mastery tests organized at the local level;

—that increased emphasis be placed on the development of literacy by encouraging the development of literacy in all subject areas and by making English mandatory for an honors graduation diploma;

—that Grade 13 be retained and concerned primarily with preparing students for university;

—that there should be an inquiry as to how current practices in community colleges reflect their original mandate;

—and that a provincial committee should be formed to explore and establish satisfactory means of co-ordination between secondary and post-secondary schools.

The board passed the recommendations which will be forwarded to the ministry of education along with similar reports from other boards in the province.