

LETTERS TO THE EDITOR

Umbrage taken over editorial

To the editor of The Herald: It was with much disappointment, and much surprise, that I read your editorial last week entitled CHURCH OFF BASE. I was surprised because of the woeful lack of editorial wisdom it manifested on your part. In appearance, it seems you needed something to fill up space in your paper and inadvertently (I hope!) stuck in this selection from the Wingham Advance Times. You did so without comment or criticism and both were desperately needed. The article in question misleads the reader in thinking that as recent as last week the United Church of Canada held a general assembly someplace. The place is not mentioned. Firstly, the general assembly referred to is not general assembly; it was the 27th General Council of the United Church of Canada. Secondly, it was not last week; General Council was held in August, from the 21st to the 30th to be exact. Thirdly, it was held in Calgary. None of this information was given for the benefit of your reader. That the Wingham Advance Times was that irresponsible does not excuse you.

Now, with respect to the content of the article, I had the privilege of attending the General Council of our church and the double privilege of sitting on the committee to examine such resolutions referred to in the article. There is only one thing with which I am in partial agreement with respect to the content. The writer said the drafters of the resolution were... totally out of touch with reality. As we examined the resolution at the General Council, the church, as a whole, felt somewhat the same. The call for the withdrawal of advertisement to the extent suggested in the resolution was unrealistic. This is the reason the United Church's decision making body voted non-concurrence in the matter. This, of course, was not noted in your editorial. Such is hardly what one would call responsible journalism.

I said above I was in partial agreement. I take exception to the word 'totally' in the sentence I quoted. The General Council did NOT concur with the resolution in its requests. However, it did concur with one of its implications, namely the spiritual responsibility of present day advertisement. Surely no one can be more out of touch with reality, more "off base" than the writer of the following: "There is no connection whatever between advertising and matters of the spirit." Or, consider the other loaded statement: "All in all it would be better for the churches to stick to the moral issues". I believe the writer is suggesting that the words 'good' and 'bad' are inappropriate in this context. I think he is trying to suggest the subject of advertisement is one free of values, or at least, moral values. Presumably, he is willing to recognize only a pragmatic value, that is, whether it works or not. That leaves concerns such as honesty, exploitation, creativity and justice completely out in the cold. And these questions, I would be prepared to argue, are very much questions of the spirit. It is not nonsensical to ask: What is the spirit of advertisement? In asking such a question issues of a high moral nature are raised. The United Church of Canada has a duty to be concerned and involved when any such issues are brought forth. We are concerned about the image of women in advertisement. We are and need to be concerned about the images of life-style presented. When alcoholism, for example, is one of the major social problems of our time, we need very much to criticize the always happy, youthful, fun-loving backing it receives through the media. I find it difficult to believe The Herald in using this editorial is supporting the contents within. If so, sir I am not only surprised, but yes, very disappointed indeed.

Sincerely,  
Hallett Llewellyn

Brampton seeks nominations for citizen of the year

The City of Brampton and the Brampton Board of Trade have combined their efforts toward the presentation of Civic Awards in 1978. Nominations are now being accepted for the City's Citizens' Civic Awards and the Board of Trade's Citizen of the Year Award. These awards will be presented at a joint ceremony on February 2, 1978 in order to recognize citizens or groups of citizens who have accomplished outstanding community service, performance or achievements in areas other than the field of Culture and Recreation.

January 6, 1978 and sent in writing to: Citizens' Awards Committee Office of the Mayor 24 Queen Street, East Brampton, Ontario L6V 1A2

Nomination forms are available from the Mayor's office, Board of Trade office, Parks and Recreation Department, or any recreation facility or by calling 453-4110 (ext. 222).

The City of Brampton and the Board of Trade have established committees to review and evaluate submissions and these two committees will coordinate their efforts in selecting successful nominations. All those who submit nominations will be informed of the committee's decisions.

The combined presentation ceremony and reception will be held in the Lester B. Pearson Memorial Theatre on Thursday, February 2, 1978 at 7:30 p.m. This combined effort promises to be a highlight of the year's community events and the public is welcome to attend and join in honouring valuable community service.

Hazard created by snow

The Citizen of the Year recipient will be an individual selected from Category 1 who has rendered a long-time service to this community or to humanity as long as the benefits of that service contribute also to the betterment of this community. The Citizen of the Year should be actively benefiting the community during the current year in a service for which he or she is not being compensated.

To the editor of The Herald: I would like to bring to your attention a very serious problem. The abundance of snow that has fallen has created a major hazard. As we are lacking sidewalks to walk on back and forth to school, Guelph Street poses a serious problem for us students since it's a major highway. We are forced to walk on the roads, and this is dangerous because of the amount of traffic and students on this highway at the same time.

It's difficult to fault the drivers if they come to close or splash us students. Some motorists have no consideration for us, and at times there's very little room for pedestrians and motorists. I am very concerned for myself and other students that can be seriously injured by using the road instead of the sidewalks. I'm also concerned about mothers with young children or senior citizens that are forced to walk on the street.

Can the sidewalks be plowed and snow removed on Guelph Street before someone is seriously injured?

Sincerely yours,  
Rachelle LeBlanc,  
23 Pennington Cres.

HAPPY NEW YEAR!



ALL PRICES SHOWN IN THIS AD GUARANTEED EFFECTIVE THRU SAT., DEC. 31st, 1977.

From all of us at A&P

We pick the best for Holiday party helpers. So you can, too!

**A & P STORE**  
100 Sinclair Ave., Georgetown

**OPEN**  
WEDNESDAY 9-9  
THURSDAY 9-9  
FRIDAY 8:30-9  
SATURDAY 8:30-6

All A&P Stores will be **CLOSED MONDAY** January 2nd

Grade "A", Eviscerated, Frozen, Vac Pac

**TURKEYS**

6 to 10 pounds lb **88¢**

Grade "A", Eviscerated, Frozen

**DUCKS**

4 to 6 pounds lb **88¢**

**A&P IS A PORK SHOP!**  
Ready-to-Serve

**WHOLE HAMS**

18 to 20 lbs average **1.38**

Burns - Golden Call

**POLISH SAUSAGE**

lb **99¢**

Cut from Canada Grade "A" Beef - Boneless

**BLADE - SHORT RIB OR SHOULDER ROASTS** lb **1.18**

MAPLE LEAF, SLICED, LUNCHEON, MAC & CHEESE, CHICKEN, PICKLE & PIMENTO

**Cooked Meats** 12-OZ VAC PAC **99¢**

**Corned Beef Briskets** lb **1.69**

**Pepperoni Sticks** each **1.39**

**Old Vienna Salami** 1.69

**Pastrami** pkg of 4, 2-oz pkgs **1.38**

**Potato Salad** 24-oz ctn **89¢**

**Cocktail Sausages** 8-OZ PKG **89¢**

**Cocktail Wieners** 8-OZ PKG **69¢**

**Lobster** 250 g pkg **2.99**

**Whole Scallops** 7.1-OZ PKG **1.39**

**Chickens** GRADE "A", Eviscerated, Fresh, Roasting 5 TO 4 LB AVERAGE lb **98¢**

**Cooked Shrimp** 8-OZ PKG **1.39**

**Cooked Chicken** 2-LB BOX **2.99**

**Tourtiere Pies** 16-oz pie **1.19**

Action Priced

Niblets - 12-fl-oz or Fancy Cream Style

**GREEN GIANT CORN**

for **289¢**

14-FL-OZ TIN

Action Priced

6 Varieties

**JELL-O POWDERS**

3-OZ PKG **19¢**

No. 1 Grade, California, Packed Fresh Daily

**CELERY HEARTS** BUNCH **59¢**

No. 1 Grade, California

**EMPEROR GRAPES** lb **59¢**

California **LARGE SIZE BROCCOLI** bunch **69¢**

No. 1 Grade, Finest Flavour

**FLORIDA TOMATOES** 2-lb tray **99¢**

Texas, Packed Fresh Daily 10-oz Cello Bag

**WASHED SPINACH** 2 FOR **99¢**

House In Bloom Plant Care Products Available In Most Stores.

Austral - Slices & Halves

**CHOICE PEACHES** 28-FL-OZ TIN **69¢**

**Stuffing Mix** 8-oz pkg **59¢**

**Bread Crumbs** 8-oz container **59¢**

**Reynolds Wrap** 18-INCH BY 50-FOOT ROLL **1.99**

**Serviettes** ACTION PRICED! pkg of 240 **1.19**

Action Priced

Jane Parker, Sliced, Enriched White or 60% Whole Wheat

**SANDWICH BREAD**

**279¢** FOR

24-OZ LOAF

Action Priced

Decorator, Coral, Green, White, Yellow

**VIVA TOWELS**

PKG OF 2 ROLLS **89¢**

Action Priced

Humpty Dumpty - Plain, B.B.Q., Ripple, Salt & Vinegar

**POTATO CHIPS**

250 g PKG **89¢**

ACTION PRICED!

CHIP RING 14-OZ, SHORTCAKE, NICE, DIGESTIVE

**Peek Frean Biscuits** 15-OZ TIN TIE BAG **99¢**

ACTION PRICED!

JANE PARKER, PLAIN, POPPY SEED, SESAME SEED FRENCH

**'Brown 'N Serve' Rolls** PKG OF 10 **69¢**

ACTION PRICED!

BATHROOM TISSUE - ASSORTED PRINTS

**Soft 'N Pretty** PKG OF 4 ROLLS **89¢**

RIO - PUR PAC, FROZEN, CHOICE CRUSHED 9-OZ CTN

**Pineapple or Strawberries** 3 for **\$1**

ACTION PRICED!

ASTRA, JAPANESE 10-FL-OZ TIN

**Mandarin Oranges** 2 FOR **89¢**

"IN HEAVY SYRUP" - SLICED, CRUSHED, CHUNKS

**Dole Pineapple** 19-FL-OZ TIN **59¢**

SAU SEA, FROZEN

**Shrimp Cocktail** 4-OZ PKG OF 2 JARS **1.29**

REGULAR, UNSCENTED, POWDER 9-OZ AEROSOL TIN

**Arrid Deodorant** **1.69**

Jane Parker Mince Pie Full 8-inch, 22-oz pie **1.19**

**Apple Pie** Full 8-inch, 22-oz pie **89¢**

TEA BAGS ACTION PRICED! pkg of 72 **1.89**

**Tetley Tea**

DESSERT TOPPING

**Dream Whip** 85 g pkg **69¢**

COFFEE ACTION PRICED! 1-lb bag **3.69**

**Maxwell House**

E. D. SMITH ACTION PRICED! 18-FL-OZ TIN **99¢**

**Garden Cocktail**

A&P

**Snack Crackers** 11-oz pkg **69¢**

DOLE, FANCY

**Fruit Cocktail** 19-oz tin **59¢**

Real Value!

Gingerale, Cola, Orange, Root Beer, Lemon Lime, Cream Soda, Grape, Soda

**YUKON CLUB BEVERAGES**

750 ml returnable btl

**4 FOR 99¢**

(Plus 20¢ per btl. deposit)