

**ELECTION '78**

# Big blue and red machine delivers town's new mayor

By MICHAEL HOLLETT  
Herald editor

From the beginning, observers of Halton Hills councillor, Pete Pomeroy's determined challenge for the town's mayoralty seat were impressed with his campaign.

From signs on lawns, to brochures in mail boxes, the Pomeroy "machine" seemed to get off to an early start and didn't stop running until the end of the election campaign.

The Herald spoke with the Mayor-elect Pete Pomeroy's rookie campaign manager, Paul Campbell, owner of United Fire Safety, in the midst of the election night celebration to find how the red and blue machine was run.

**CAMPAIGN WORKERS**  
Mr. Campbell explained that Pomeroy had over 250 campaign workers. He said the campaign organization snowballed from a few people to the final, sizeable election team.

Mr. Campbell said that a key to the Pomeroy campaign was an early canvass conducted by himself and Mr. Pomeroy of much of the town, designed to determine the election concerns of local voters.

"When we went and saw people, they thanked us for our concern," he said.

None of the Pomeroy campaign literature was prepared until after the early canvass was completed. After the canvass issues raised during the

canvass were incorporated in to the campaign literature.

The Pomeroy campaign prepared separate leaflets for Georgetown, Acton and Esquesing voters.

Mr. Campbell said that every home in Halton Hills was given an appropriate leaflet.

Mr. Campbell laughed at suggestions that the campaign was assisted by either an advertising agency, or, a large bankroll. He said a group of six people, including someone experienced in design and developing logos, determined the look and content of the Pomeroy campaign.

Smiling, he said that the distinctive blue and red colors of the Pomeroy campaign were chosen to reflect the co-operation between Liberals and Conservatives in the mayor-elect's campaign.

**PRODUCED CHEAPLY**  
Mr. Campbell said that 1,480 signs were used in the campaign, however, they were produced very cheaply by one volunteer. Local silk screener John Wilkie, produced all of the signs for the campaign with the only expenses being \$280 for paper and \$70 for ink, as well as the cost of sign posts.

Twenty-four people were involved in the sign campaign and much of their time was spent replacing destroyed signs as well as repairing damaged ones. Mr. Campbell



Pomeroy campaign manager, Paul Campbell gets a victory hug from Judy Pomeroy.

said that all Halton Hills candidates were victims of vandals during the campaign but at time he worried that because of the ability of the Pomeroy team to replace de-

stroyed signs, it looked as if their's were the only signs not being damaged thus causing suspicion on Pomeroy supporters.

"You can bet I asked people to put back up a few of the other candidates' signs," he said.

Mr. Campbell said the Pomeroy campaign had an overwhelming number of request for lawn signs.

**FEW DAYS**  
"The last few days of the campaign we ran as fast as we could filling sign orders."

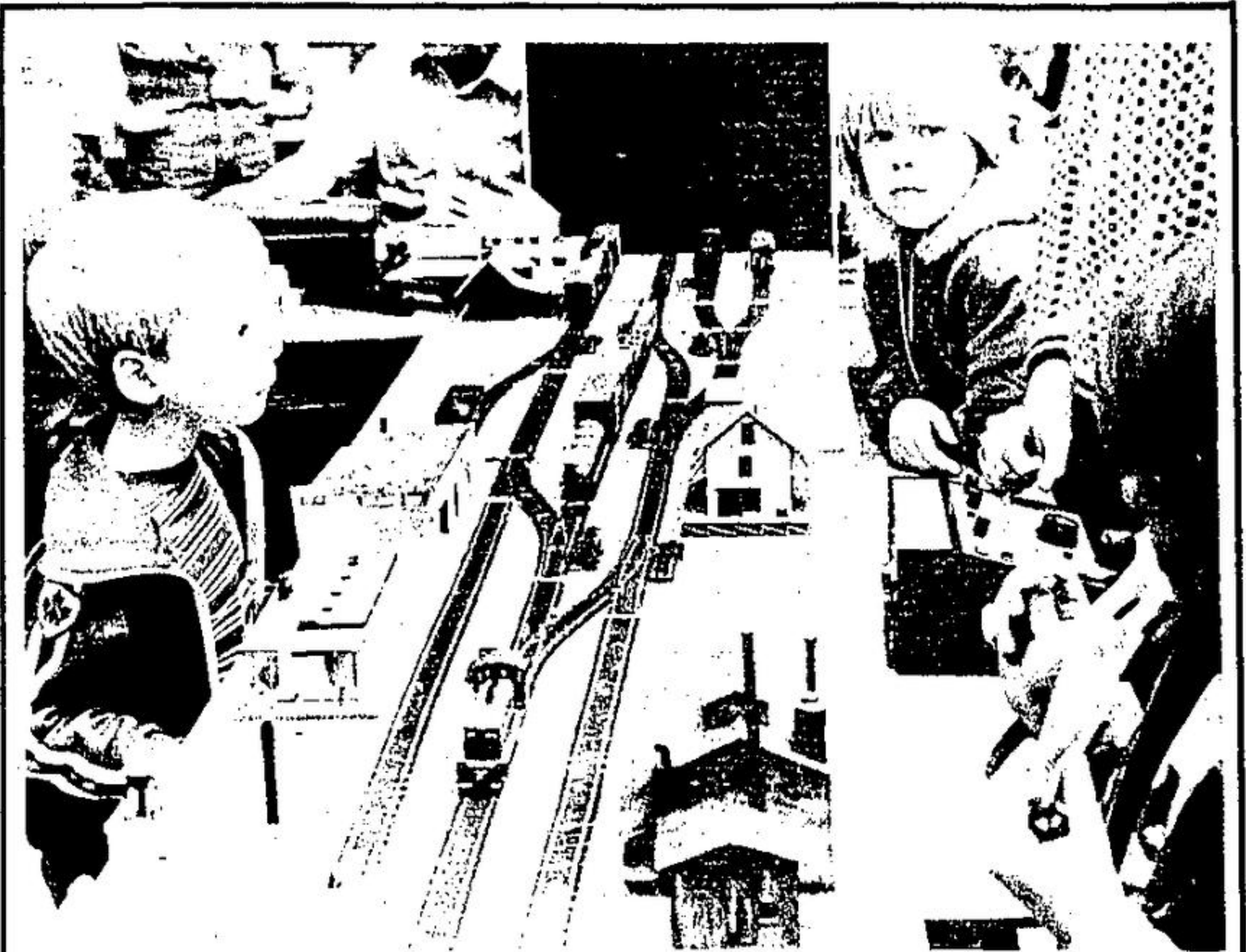
He added, "There is a big difference between signs on the boulevard and signs on the lawn of a committed voter."

Another "secret" of the Pomeroy campaign was an intense telephone canvass that had almost every home in Halton Hills contacted by a Pomeroy worker in an appeal for votes.

Mr. Campbell said local Provincial MPP Julian Reed told him, "We (Pomeroy's supporters) could run a polished federal or provincial campaign with this group."

He said help from Liberal and Conservative workers with campaign experience were invaluable to the Pomeroy campaign.

"Our job was to win this election and, of course, I am very pleased," he said.



## MODEL RAILROADERS AT LIBRARY

Model railroads are interesting to people of all ages, and Saturday's display by the Georgetown Model Railroad Club at the Georgetown branch of the Halton Hills Public Library was very successful, with most library patrons, including these young fellows, stopping to take a look at the exhibit. Some of the cars on display were definitely not

children's toys, however. At least one of the engines on display was valued by a club member at about \$300. The Model Railroad Club will be having an open house on November 25 at a home at 9 Edith Street from 10 a.m. to 5 p.m.

(Herald photo)



## WATCHING THE VOTES COME IN

Re-acclaimed separate school trustee Hartley Sherk and Pam Sheldon, who was unsuccessful in her try for the Wards 1 and 2 public school board seat, were on hand at Election Central Monday night to watch the polls reporting their election results.

## World War memories

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them. We didn't get any more food until we got into Glasgow the next afternoon."

**CHOCOLATE BARS**  
The people there were so glad to see them that they threw chocolate bars up to the troops on the ship and the men were so hungry they ate them. Then they had supper.

"It was a delicious stew they served us," he says, "and

there was lots of it. I imagine most of the men ate too much after being so hungry."

The inevitable happened once they got out in the North Sea and it got rough.

"The hammocks were swaying back and forth and it was just like Niagara Falls with all those men leaning over to be sick," he recalls. "Another fellow and I slept in a life boat the rest of the way home. The stench was unbearable in the hold and there was no way to

clean it up."

Dr. Young received a plaque from the Acton Branch of the Royal Canadian Legion for his work as Poppy Fund chairman between 1934 and 1959 but he says he continued to look after the program until he took sick in 1975.

Although he can't recall a time when the Nassegawaya cenotaph did not exist, he thinks it wasn't up very many years before he came to the community in 1932.

## Ambulance recalled

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sometimes you'd feel a bit squeamish, but it was part of your work," she says. The most common injuries were to arms and legs.

**REMEMBER NAME**  
Mrs. Martin says she doesn't remember the name of the boat on which she travelled to England and back, but she does remember being seasick for the whole of each trip. The boat on the return voyage carried many war brides and their children back to Canada.

On her return to Canada, Mrs. Martin spent some time with the ambulance brigade at the Grenfell Mission Hospital in Labrador, travelled by plane to Rimouski, and from there by dog sled, getting snow-bound in the process.

Service in the armed forces is a part of Mrs. Martin's family. Her husband was attached to the Algonquin regiment from North Bay, and served in England and France. Her father, Tom Grieve, served in World War I with the 13th Black Watch, and was wounded in France.

Mr. Grieve spent some time in Bagthorpe Hospital in Nottingham, England and it was there that he met his future wife, who was a nurse in the hospital.

Mrs. Martin says it was a real adjustment for her mother, who came from the London area to a small farm owned by her father's parents north of Rockwood.

"She was taken out to the farm in a horse and buggy," Mrs. Martin says. The family came to Georgetown some

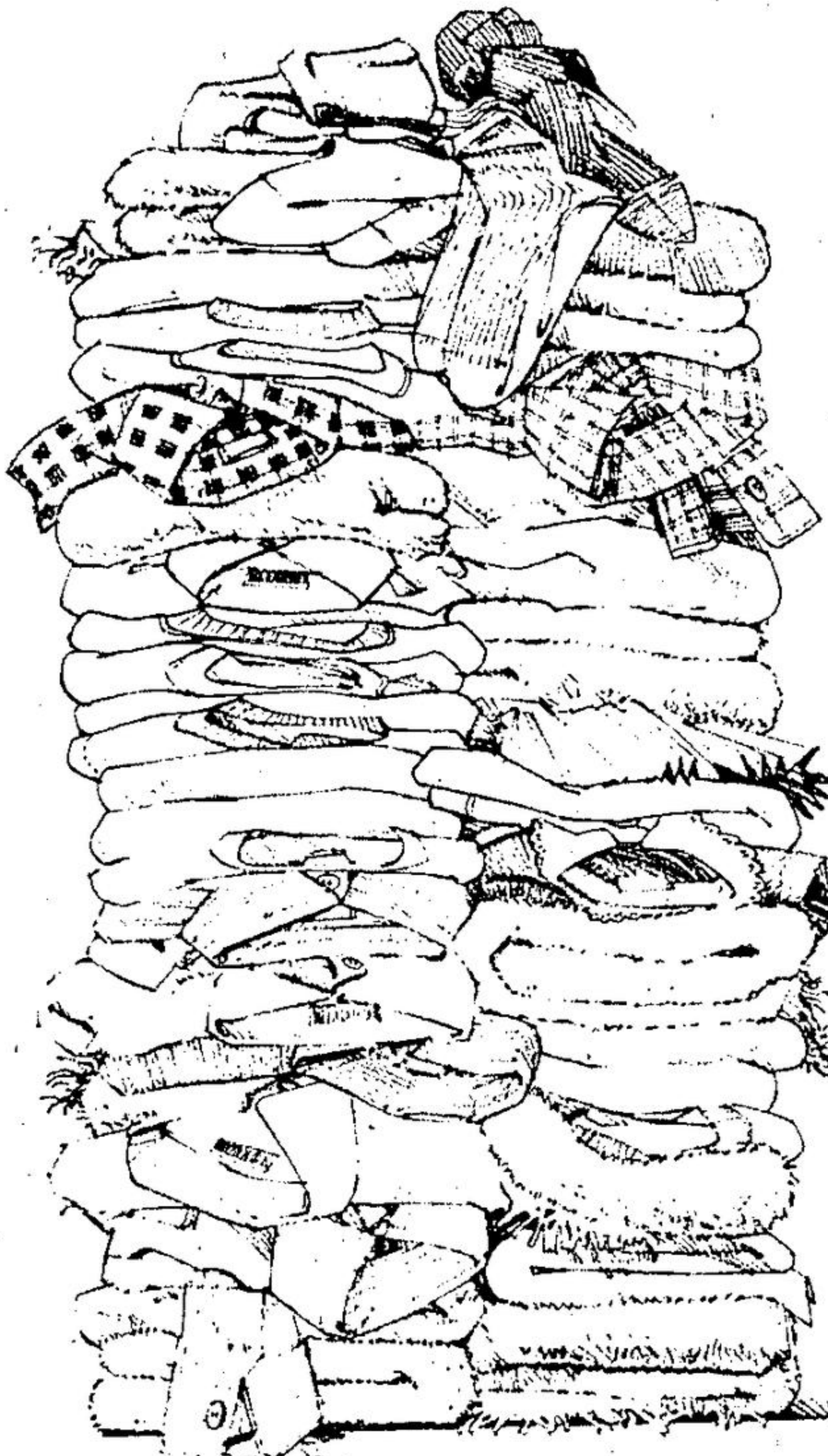
time around 1922.

Mrs. Martin was born in England and came over to Canada with her mother at the age of 13 months. Her brother, Alva Grieve, was born in Canada. He served with the RCAF in Europe during World War II and more or less celebrates his 18th birthday on the water, headed for Europe, Mrs. Martin said.

Mr. and Mrs. Grieve were charter members of the Royal Canadian Legion, Branch 120. Mrs. Martin joined in 1947, and her brother is also a member.

"To me, Armistice Day is the day when you think about your friends, your loved ones, and your experiences during the wars," Mrs. Martin says. "It doesn't really mean anything to anyone else - it's very personal."

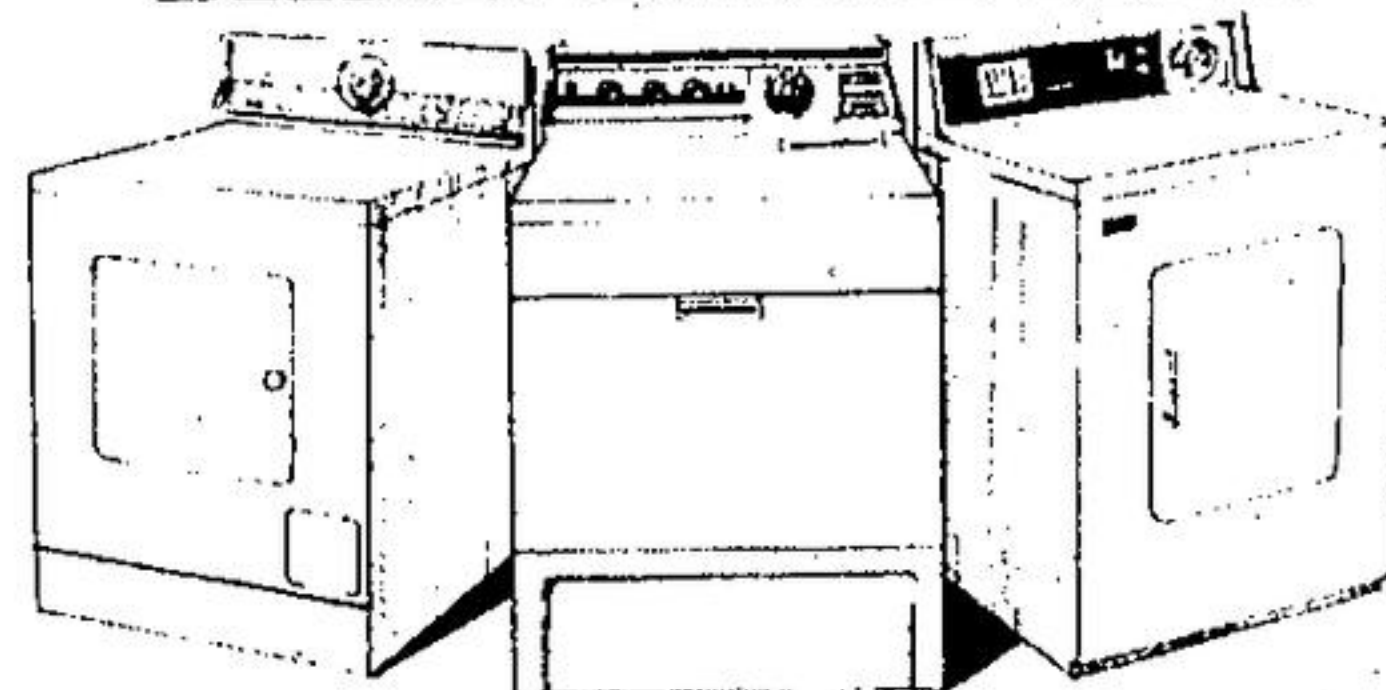
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