



JUNIOR ART CRITICS

These junior art critics were on hand at the North Halton Golf and Country Club Saturday afternoon to take in the Palette and Pencil Club's annual art show. Four-year-old Peter Bontoul (left) joined his friends Lisa Reid, I. Sacha Reid, B. and sister

Tricia for the show. It seems little Lisa is less than captivated by the art.

(Herald photo by Michael Hollett)

Region plans renovations for three Halton hospitals

Financing for the proposed expansion and renovation of three hospitals in Halton region will be paid out of the region's 1979 capital budget or included in 1980-83 forecast, if a recommendation of the health and social services committee is accepted by

regional council today (Wednesday). Committee members were informed last week that the Georgetown and District Memorial Hospital board has "indicated the possibility of an expansion in 1984" after priority ratings had been at-

tached to various projects which will be undertaken at Milton District Hospital, Oakville-Trafalgar Memorial Hospital and Joseph Brant Memorial Hospital in Burlington.

"Any expansion to the hospitals in north Halton appears to be beyond the five-year period," regional treasurer Don Farmer confirmed. "There is an urgent need for chronic care facilities in Halton Hills, but the region would not be involved in the financing of these facilities."

PLANNED WORK
The budget for planned work at the other three hospitals, if approved by council, will see \$150,000 spent this year on the installation of air conditioning in the kitchen area of Brant Hospital, for which \$50,000 will be debentured.

During the next two years, Oakville-Trafalgar Hospital will witness Phase 2 of its ongoing expansion, estimated to cost \$3,200,000 in construction work, equipment and architects' fees, with \$166,666 in debentures to be issued.

Architects' fees for the Phase 3 expansion will be included along with final Phase 2 costs to be paid in 1982. The region will issue a \$2,050,000 debenture for the final project payment of \$6,150,000.

Entered in the region's four-year capital forecast will be the final Phase 3 costs for the Oakville hospital and the \$1 million cost of expanding the Milton hospital.

Region to modify agenda formats

Halton regional council is out to save time, money and resources by slightly modifying the format of its weekly agendas.

Acting on a suggestion by Oakville regional COUN. Terry Mannell, the regional administration committee last week recommended to council that the ten regular council and committee agendas printed every month should no longer have a cardboard cover.

The committee agreed with COUN. Mannell that paper covers on the agenda would meet the same needs while at the same time serving the interests of "economy, convenience and resource conservation."

The committee, in fact, went a step further and recommended that copies of the agenda should no longer be mailed out to groups or individuals other than council members. Regional clerk Bill McCreary told The Herald that his department responds to many requests every week from area developers, real estate brokers and special interest groups for copies.

In future, the committee decided, copies of the agendas should be made available only at regional headquarters in much the same way as media representatives obtain their own copies.

Public mistrust of business keeps industry busy: speakers

By LOUI TAYLOR
Herald staff writer

Public mistrust of business is something businesspeople are continuously working against, but according to Dr. and Mrs. Al Mikalachki, there are steps businesses can take to reduce that mistrust.

Dr. and Mrs. Mikalachki were the guest speakers at the annual meeting of the George-own Chamber of Commerce April 24. Dr. Mikalachki and his wife, Dorothy, who is a teacher, have worked together on a number of projects, including a study of children's attitudes towards business. It was the results of this study which they presented and elaborated on at the meeting.

The study involved a survey of over 500 children from kindergarten to grade thirteen and their attitudes towards business.

"The study has a lot to do with trust between business and the general public, particularly the youth," Dr. Mikalachki said.

The negative attitudes toward business have increased sharply in the last 20 years, he said, and it was in the decade of the 1960's that this attitude showed most strongly in the young people.

MALIGNED PARENTS
"The youth of the 60's was the aristocracy of the 60's," Dr. Mikalachki said. "They maligned their parents' materialistic life style, but they wanted that life style without working for it."

Studies have shown a sharp decrease in the number of people who believe that business does a good job, and a simultaneous drop in the public's attitudes toward public leaders, he said. The Americans have been "doing the job" on the presidents, with Kennedy being assassinated, Lyndon Johnson being worked to

death, Richard Nixon practically being driven from office and Jimmy Carter being over-worked, he said.

Dr. Mikalachki referred to a study of trust by Quest magazine and said the results indicated that three per cent of the people surveyed trusted businessmen.

"That means very little," he said. "When you survey 100 people, you'll find three people who will believe anything. That could be just the lunatic fringe."

The study conducted by the Mikalachkis was comprised of three questionnaires designed for three different age levels. The questionnaires covered such questions as what job the child wanted most and least, which jobs contribute the most and the least to the community and how much profit the child thought companies made, what a businessman does, how the child feels about business and why.

MOST HELPFUL
In almost all age categories, Mrs. Mikalachki said, the policeman was considered the most helpful to the community and was one of the most popular professions. When it showed up on the least popular side, it was frequently because students were afraid of the dangers in the job, she said.

At the youngest level, the children all thought business was nice but their attitude at that age is that everyone is nice, Mrs. Mikalachki said. School children started out feeling positive or neutral towards business, and as they got older, they became increasingly negative.

The study showed that there are four factors in the students' attitudes towards business: job experience, family and friends, school and mass media. Had work experiences with a company, either first-hand, or related by a relative or friend, will cause the student to mistrust that particular business, and may spread his mistrust to business generally, Dr. Mikalachki said.

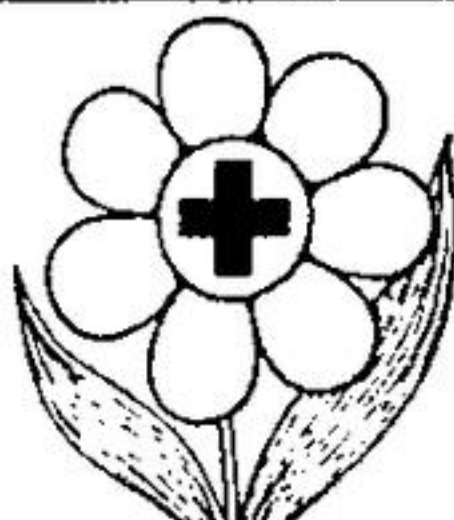
EXPERIENCE FACTOR
Experience as a customer is also a factor in attitudes towards business. Mrs. Mikalachki described her son's experience with a local retailer who assists him each year in buying his mother's Mother's Day gift.

"That man has a customer for life," she said, after describing the assistance the merchant provides for her son, making gift suggestions in his price range and gift wrapping his purchase for him.

There are action alternatives to counteract the negativity which hinders businessmen, Dr. Mikalachki said. He suggested that with advertising, people who read the ad are already "converted," and advertising will reinforce their positive image of business. Negative attitudes can best be handled on a one-on-one basis, he said.

While schools and mass media do have an impact on public attitudes towards business, the impact is minimal, Dr. Mikalachki said. What they can do is intensify weak attitudes, and businessmen should make sure that the media is provided with the

correct information. He suggested businessmen might like to become more involved with the schools, by going into the classroom to talk about their business, or by taking students on a tour of the business if possible.



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GARA TO MEET

The Georgetown Area Ratepayers' Association will be holding a general meeting for members to elect the officers for 1979-80. The meeting will be Wednesday, May 9 at 8 p.m., at Howard Wrigglesworth School on Guelph Street.

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