

Chamber meeting

# Fiberoptics key to future: speaker

By MARK CLAIRMONT  
Herald staff writer

Fiberoptics. Remember that name, because you're going to hear a lot more about it in the next few years. So says Dan Braniss, general commercial manager of the Toronto area of Bell Canada.

Speaking to a dinner gathering of the Georgetown Chamber of Commerce Wednesday night at the North Halton golf and Country Club Mr. Braniss said "we're close to the future shock, or as we like to call it the after shock."

Fiberoptics are hair thin wires, or minute fibres of glass, the latest innovation in the world of telecommunications. Each one will replace what today takes 125,000 pairs of copper wire to do. The laser light will carry waves of sound and communication around the world doing everything from making telephone service to linking computers everywhere.

This is the new world of Bell Mr. Braniss said. No longer is Bell just the name behind the telephone. Today as it ap-

proaches its 100th anniversary next year, Ma Bell is a world leader in the telecommunications field. Mr. Braniss, who flew in and out from Montreal just to deliver his speech, said that it isn't technology that is holding up the widespread use of it but, government. Presently it is being tested in 35 homes in Toronto.

**PRODUCT SERVICE**

"Consider the opportunities for business teleshop, instant, up to date product service. It has unlimited capacity. It boggles the mind," Mr. Braniss said. "Carrying sophisticated data is where it really helps. Fiberoptics doesn't interfere electronically and most important it doesn't absorb anything."

in Toronto, Bell has to dig down almost 40 feet to find space to run their big bulky wires. With fiberoptics less space is necessary and it can be linked in more easily with present systems.

With some 50,000 back orders for service, caused by the recent strikes, Bell is anxiously scrambling around trying to get back to normal. And that

won't come before the new year said Mr. Braniss. "At one time in the '50's a back log of 50,000 would have caused a monumental hernia. We have hired 200 new employees. Some are replacing workers who quit because of the strike and that bothers me. Bell workers are committed, cooperative and eager. Bell workers are the select of labour force, trained to the hilt."

Mr. Braniss said Bell was not unprepared for the walk-outs. "The economic lifeline depends on us. We have to keep going." Management worked 60-70 hours a week maintaining "survival facilities". It's not a general rule for management to do work but, they have the skills having come up though the ranks themselves. In Montreal Braniss said the transit system went on strike and management didn't maintain service. "So much for transit chiefs dedication to service."

"We got more compliments (on service) in these two months management worked than any other two months before. Businesses were served first. There were short cuts and frills were cut for expediency. It might have appeared sloppy. Like the story that got big play in the newspapers about the manager who was color blind and needed the customer to tell him which color the wires were."

But, the threat of strikes is over for the time. No help to the government said Mr. Braniss. "Government bargaining was inept. The mediators were catalysts for compromise. The strike was not won by anybody. There were more casualties."

**BETTER SERVICE**

Now is the time to start getting the customers better service, he said. This means the introduction of the digital system, and phone jacks by next year here in Georgetown complete with a Phone Centre to get your phone from.

"Competition are raking in the cream off the crop we use to put back in the residential telephone service. They don't provide that service. We lose money on residential service. It costs us twice what we charge. It's the businesses, critical service and long distance that pay the extra."

Mr. Braniss said that he just signed a contract for one and a half million dollars to provide 80 Eskimos with telephones. "Budget austerity is the thing of the day," but said Mr. Braniss, Bell is still the biggest taxpayer in Halton Hills.

Next year is Ma Bell's centennial and according to Mr. Braniss, "we're gonna throw a big party."



Bell Telephone's Dan Braniss was guest speaker at last week's Chamber of Commerce annual meeting. Mr. Braniss explained fiberoptics part of Bell's technology of the future. (Herald photo)

## Halton Hills to pay bulk of dam costs

Town council will declare Halton Hills the benefiting municipality in the major flood control project planned for the Credit River at the Glen's paper mill dam, if a general committee recommendation is accepted next week by council.

The decision would make the municipally responsible for the \$46,800 net cost of proposed dam modifications and another \$47,452 for upstream dredging, for which a \$94,252 debenture would be issued with the assistance of Halton region.

Town treasurer Ray King reluctantly advised the committee Monday night to follow the debenture route, commenting that the financial demands of 1980 capital projects, the river work included, "will certainly exceed our available resources... other than debentures."

"However in (doing so), the town will have left its options open in that, when a close scrutiny of the 1980 projects is carried out, it may be

determined that the priority of some of the projects is such that they may be either deferred or abandoned," Mr. King pointed out. "It is therefore conceivable that there would in fact be sufficient funds available from the operating budget to finance the (dam) project."

"In that situation, we would simply decide not to debenture. In the meantime, however, we would have fully protected ourselves from the point of view that the town would have had OMB authority to debenture at the point that the work was proceeded with."

Despite the advice of the Credit Valley Conservation Authority to have the dam removed, council recently opted for the more expensive modifications which will involve the installation of an adjustable log sluice device designed to control the rate of water flow so that, hopefully, ice jamming and flooding can be alleviated.

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**CORRECTION**

Due to an error in the advertising copy the address for 'Georgetown Custom Car Sound' in the ad appearing October 24th should have read

**55 SINCLAIR AVENUE**  
**NORTH OFF GUELPH ST., GEORGETOWN**

**THE SINGING CANADIANS**

The Singing Canadians, from Sarnia, Ontario, Canada are one of the fastest upcoming groups in Canada and the United States today.

Some of the television programs that the Singing Canadians have appeared on are: 100 Huntley Street, host David Mainse, PTL Club, with host Jim Bakker, and the 700 Club with host Pat Robertson. They also appeared in song at the 1976 Olympics in Montreal. Their excitement and enthusiasm are portrayed through some of their own compositions as well as many of the traditional and contemporary sounds of today.

The group consists of four members. Bob White, manager, plays rhythm and lead guitar, composes some of the group's material and shares emcee duties with Deo Young, who also plays the bass guitar, sings baritone and bass. John Goodwin, our Englishman, is our drummer and also helps sing (when we let him). And last but not least is the female member of our group, Barb Ledford, who sings the alto part and plays piano.

Their primary reason for travelling and singing is soul winning. This group is noted for their altar ministry and dedication. Come and enjoy this ministry through gospel music with the Singing Canadians.

**THE SINGING CANADIANS WILL APPEAR AT:**  
**Halton Hills Pentecostal Assembly**  
1 Mile West of Georgetown on Highway 7  
**on November 4th, 1979**  
AT 11:00 O'clock A.M. Only  
ADMISSION FREE

+

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On clinic day phone 877-7522.

PLEASE MAKE A NOTE OF CLINIC DAY, NOVEMBER 12th ON YOUR CALENDAR!

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