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Friday, April 21, 1981

Should encourage citizens to promote own areas, mayor tells wary councillors.

## Council endorses 'I Love Georgetown'



**SERIOUS MOMENT IN 'BEDROOM FARCE'**

Georgetown Little Theatre will close the season with "Bedroom Farce" starting April 21, and continuing April 25, May 1 and May 2. In this domestic comedy, the audience should pay particular attention to scenes like this, depicting a fight between characters played by (left to right) Melissa Bell, Fern Slawson, Don Oxley and Bill Marchant. The play will be shown in the Sacre Coeur Church Hall in Georgetown.

(Herald photo)

**Choral Society concert Sunday**

### Choral soloist loves this Broadway music

"I haven't sang this kind of music since high school days. I love it!" Bruce Armstrong said about his upcoming solo.

**BRUCE ARMSTRONG** debut with the Georgetown Choral Society.

Mr. Armstrong will be guest artist for a concert exemplifying the new trend toward lighter music for the Choral Society at Georgetown's Holy Cross Church Sunday at 8 p.m.

Mr. Armstrong brings to the concert a wealth of musical expertise, including five years with the Mendelssohn Choir in Toronto, and years of vocal training with such prestigious teachers as Victor Martens in Kitchener and the Toronto Conservatory's Bill Perry.

"I was never in a music program at school, but music is my first love," he commented.

Mr. Armstrong has also been a bass soloist at several Toronto churches, and now belongs to the St. John's United Church Choir.

"Most of the music I do is classical. This kind of music is a real treat. I'll be performing 'I've Got Plenty of Nothing', and 'Summertime' from Porgy and Bess, and a medley of Fats Waller tunes from the 1920s," he said. "The Waller songs were included in a 1978 musical called 'Ain't Misbehavin', and include such familiar songs as 'I'm Going To Sit Right Down And Write Myself A Letter'."

Mr. Armstrong's regular work is chartered accountancy in Toronto, but he spends an average of 65 nights per year rehearsing with the Mendelssohn Choir and other musical groups.

Mr. Armstrong says of his portion of the concert: "This is great fun! I don't know how else I could describe it. I love it!"

By CHRIS AAGAARD  
Herald Staff Writer

A promotional venture highlighting Georgetown as "My Kind of Town" received staunch support from town council Tuesday night, but some ward representatives want to know why the idea doesn't encompass the rest of Halton Hills.

Members of the Georgetown Chamber of Commerce and the Georgetown Area Ratepayers Association (GARA) unveiled a unique "I Love Georgetown" campaign aimed at improving residents' — and passing tourists' — appreciation of the community. A door-to-door leaflet delivery schedule to begin shortly will encourage homeowners to "spruce up" their properties, add that fresh coat of paint this year, repair fences, cut lawns or maybe plant extra flowers in the front yard.

"We're trying to get people to show, in some tangible way, that they really do love Georgetown," GARA president Lawrie Duggan told council, adding that the campaign hopes to involve scouts and service clubs to help bolster the project by adopting improvement projects. Schools and businesses in town will also be asked to participate in the campaign, identified by "I Love Georgetown" lapel buttons.

But while admiring the intent of the project, Coun. Harry Levy questioned why it wasn't broadened to include Esquesing and Acton, suggesting that an inclusive promotion would have been a "more cohesive force" in town.

Mr. Duggan admitted that the Acton Chamber of Commerce was not contacted earlier to participate in the project. In fact, he said, the Georgetown Chamber was only asked to get involved late in the campaign planning because it became apparent the size of the project was too big for GARA to handle alone.

Despite regionalized government and the amalgamation of the three communities in 1974, Mr. Duggan said that people "still have a sense of community identified by the name 'Georgetown'."

"I think people can have pride in their area," he stressed, adding that the "I Love Georgetown" group would consider challenging Acton to launch a similar campaign. Acton businessmen have already embarked on a "Leathertown" promotion aimed at heightening awareness of Acton's history of producing fine tanned hides.

"I think we should encourage people to promote their own areas," Mayor Pete Pomeroy agreed, adding that he

### Button up - 'Collectors' items' on sale

"Get those buttons early, because they won't last long," I-Love-Georgetown campaign chairman Tom Ramnatharsingh said Wednesday. "They'll be real collectors' items."

Very shortly, lapel buttons bearing a bold "I Love Georgetown" message and a deep red heart will start popping up on lapels throughout the community touting residents' pride about where they live.

The symbol of a unique campaign sponsored by the Georgetown and Area Ratepayers Association and the local Chamber of Commerce to get people to "spruce up" their properties and help beautify the community, the buttons will be distributed by campaign organizers and door-to-door canvassers.

Beginning as early as this weekend, volunteers will be visiting Georgetown residents, dropping off leaflets which explain what the promotion is all about and encouraging people to buy the buttons at 50 cents apiece. Approximately 5,000 buttons are being distributed for the campaign.

One group which has committed itself to the door-to-door canvass is the Georgetown and District High School track and field team, organized by Donna Metcalfe and Karen Cosgrove.

In addition to the property clean-up, residents and school children are urged to put their artistic talents to work creating something which depicts the "I Love" theme for their community. Awards and certificates will be handed out over the summer to winning projects, as well as to houses and commercial and business properties which have undergone their own improvement projects to support the promotion.

Other people to contact for the "I Love Georgetown" buttons are campaign youth group organizer Brian Bush (877-7579); GARA president Lawrie Duggan (877-1376); schools co-ordinator Fraser Robin (877-7745); Mr. Ramnatharsingh (877-6896) and button sales chairman Roy Yesandt (877-5630).

didn't think the campaign "detracts" from the concept of Halton Hills as a single town. "I Love Georgetown," campaign chairman Tom Ramnatharsingh said that an organizing committee has been meeting weekly to iron out details of the project.

"Our aim is to upgrade the visual appearance of Georgetown with participation by all ages, clubs, businesses and commercial establishments," he said. "We know that we live in a fantastic town which is very picturesque, rich in its culture and its people."

Money generated from the sale of buttons will be put back into promoting the campaign, but Mr. Duggan said that any additional revenue will be donated to the library-theatre centre under construction on Georgetown's Market Street.

Meanwhile, council has proclaimed the month of May as "I Love Georgetown Month". Esquesing rep George Malby unsuccessfully recommended that the proclamation apply only to Georgetown and not Acton or Esquesing township.



**EASTER BONUS**

Halton Hills Elks Lodge 540 continues to raise funds for the Easter Seals campaign. Last week, Lodge brothers added another \$100 to the cheques already presented during the previous week's benefit hockey game between the Elks and the Huff 'n' Puffers. The campaign's 1981 "Timmy" representative, John Payton, received cheques from Exalted Ruler Harold Colpitts Sr. (left) and Leading Knight Fred Sharpe, organizer of the benefit.

### Chamber shifts role to 'public education'

The Georgetown Chamber of Commerce is developing a new role as a "public educator," local Kinsmen were told last Wednesday night.

"We have to show the small businessman. And, Mr. Penrice added, the Chamber tries to keep a "high profile" in the community by promoting service clubs, the new library probably become more vocal about the Focal proposal.

Meanwhile, the Chamber is considering publishing an industrial directory — much like the annual business directory sponsored by the Georgetown Jaycees until a few years ago — "to help promote the area for industrial development." Including listings of industries

Continued on page 4

**KINSMEN CLUB**

of Georgetown

public that Georgetown has the goods and services they're looking for," Beaumont Knitting Mills owner and Chamber vice president Doug Penrice said. "They don't have to go down the road to Brampton."

Speaking at the Georgetown Kinsmen's "Chamber of Commerce night" meeting held at the Gordon Alcott Arena, Mr. Penrice explained that the local business organization is working through town council, the media and its own public relations people to "create an environment which is conducive to good business."

As one cog in the national and provincial chambers of commerce, the group has urged council to maintain its awareness of the needs of the theatre complex and by participating in the Rotary Club's Industry '80 and '81 exhibitions.

Commenting on Focal Properties' stalled proposal to build about 1,700 homes in Georgetown's southeast end, Mr. Penrice said the Chamber looks forward to new residential and industrial growth because it would help alleviate business woes caused by too few people to match the community's retail base. Large scale development has been limited recently while Georgetown's sewage treatment capacity is being determined.

"We also need labor intensive industry to provide housing for the worker," Mr. Penrice added, and predicted that the Chamber will

### Polypenco plans move to Guelph

By MAGGIE HANNAH  
Herald Special

Polypenco Canada Ltd., an Acton company which casts industrial nylon, plans to move to Guelph by the end of the year.

Michael Worthington, manager of the 14-year-old company, said they have exercised their option to purchase six acres of land in the Hanlon industrial park and expect to break ground for a 20,000 square foot plant in mid-May. The building should be complete and the move to Guelph finished by the end of November, he said.

Lack of space is forcing the move since there is no further room for expansion at the company's Frederick Street plant.

In the past six years, the company has doubled the volume of its business and with room to bring additional product lines on stream, it can continue to grow. Since it is the only company in Canada that casts industrial nylon, its merchandise is shipped across Canada, he said.

Mr. Worthington said the company decided to move to Guelph because it wants a location that would be convenient for transporting their produce and close enough to their present location that the staff of 14 could commute rather than being left behind.

The company purchased Acton Tool and Die last year. The new building will enable all its work to be carried out in one building.

Polypenco is a subsidiary of Polycor Corporation of Reading, Pennsylvania.

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