

Cross-continent advertising for \$10,000

# Region seeks ad support

By CHRIS AAGAARD  
Herald Staff Writer

Halt business development director Matt Fischer has asked Halton Hills to consider a \$10,000 contribution to an extensive cross-continent advertising campaign aimed at promoting local opportunities for industry.

Mr. Fischer presented a two-part "joint" advertising scheme to the town's general committee Monday night, explaining that his department hopes, in 1982, to spend \$80,000 on advertising purchased in several national business publications and an American magazine.

The same request has been made to Burlington and Oakville city councils. Following their example, general committee members recommended that council next week send the contribution proposal to the town's 1982 budget committee for further consideration. Milton council will shortly be asked to join the campaign.

If even one area municipality declines the invitation, half of the planned advertising will be dropped, Mr. Fischer said.

"Ten thousand dollars is a small investment if you can attract one business per year," Mayor Pete Pomeroy commented.

Although the region has yet to approve its \$40,000 share of the campaign, the business department has been able to purchase advertising in the Globe and Mail, including the newspaper's "Report on Canada" which appeared Monday. An ad also appeared in the Financial Post's "Property Post" issue Saturday.

Most of the region's share of the campaign is going toward space in the Globe and the Post, as well as editions of Canadian Business Magazine, Executive Magazine and the American "Area Development Magazine".

The municipalities' contributions will also pay for advertising in trade publications such as Canadian Machinery and Metal Working, Canadian Plastics Magazine and Electronics Products and Technology. Their funding will also buy space in local business directories.

Originally, Oakville and Burlington were each expected to contribute a third of the municipalities' contribution, with Halton Hills and Milton combining funds for the remaining one third. However, Oakville objected to the tentative arrangement, opting for the current agreement under which each municipality will pay \$10,000.

"I'm very pleased with the way the dollars have spread out (in the new arrangement)," Mr. Fischer said. "The money will put us right up there with other municipalities advertising across Canada. It's a very strong campaign."

However, some councillors expressed concern that the advertising costs shared by the town might not attract the type of industry Halton Hills generally needs. Limited sewage treatment capacities in Acton and Georgetown suggest that Halton Hills requires industries which don't produce large amounts of effluent.

"Right now," Mr. Fischer maintained, "the biggest challenge (in Halton Hills) is getting industrial land in the urban boundaries zoned and serviced. There are pockets of land available."

"No matter where a business locates, approximately 70 per cent of the taxes collected from it go to regional things."

If the municipalities decide not to participate, the region will not be able to advertise in the trade journals, but it will go ahead with promotions already planned in the national publications.

Advertising copy which has

described the region as being "between Toronto and Hamilton—at the centre of success" is flexible, Mr. Fischer said, pointing out that the ads draw more attention to the four area municipalities than to the region itself.

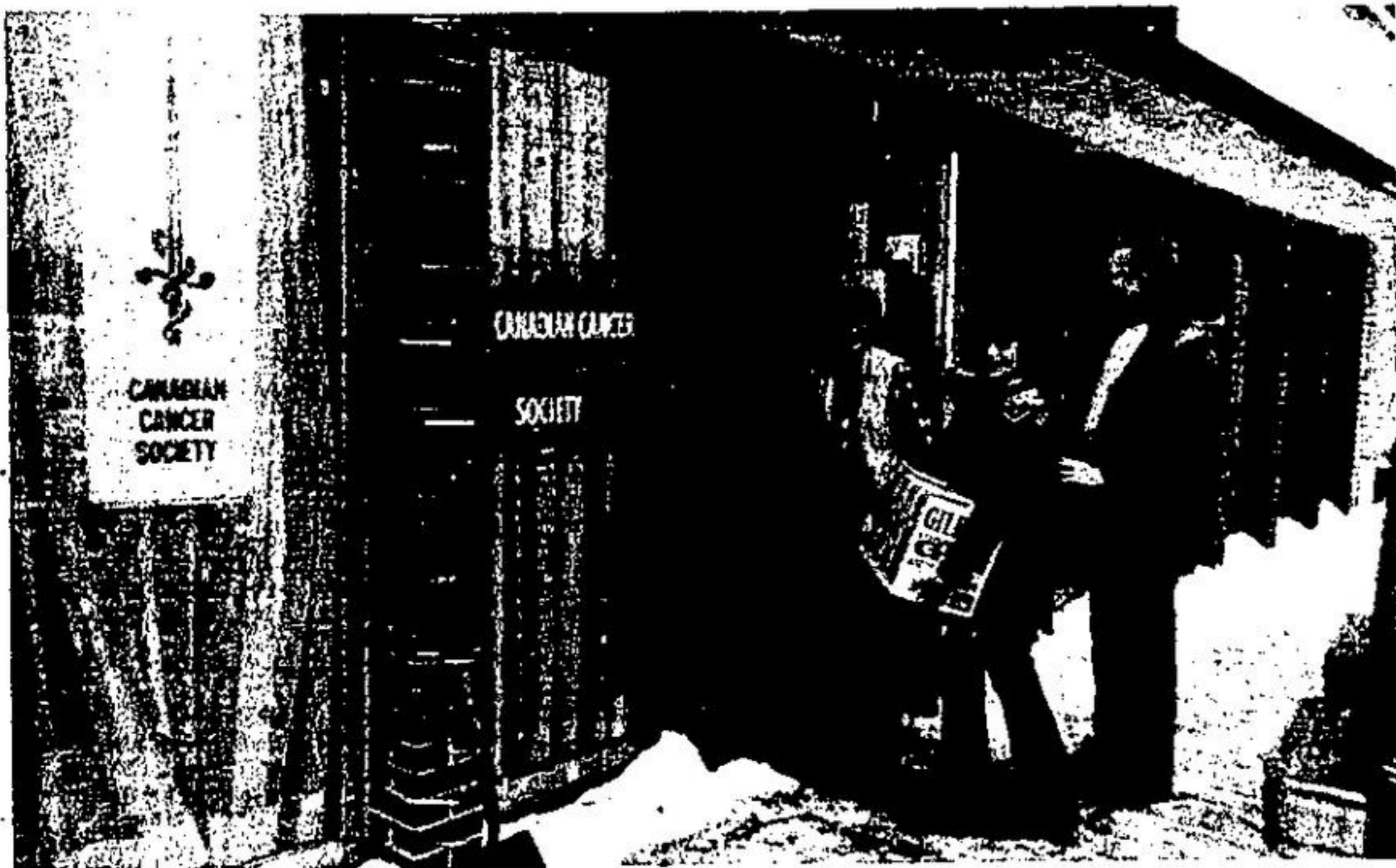
"We haven't spent any money (on regional or municipal promotion) for a number

of years," Mayor Pomeroy said. "I think we should open up the floodgates a little and spend some money on industrial developments."

Town budget committee chairman Harry Levy argued that the municipalities are already contributing to the campaign through taxes and told general committee

members that he preferred Mr. Fischer's original plan in which Milton and Halton Hills would share a third of the advertising campaign's costs for municipalities.

Under the previous plan, the town would have paid about \$2,000 less than it will if the current arrangement is accepted.



## LET'S MOVE IT

It's not that heavy, thanks. Karl Carlisle, 12, a student at Centennial Public School carries in a box to the Cancer Society's new headquarters on Guelph Street near Windsor Road Saturday morning. Mary Ellen Bridge holds open the door for Karl and his

dad Norm. Although their headquarters will be new, the Cancer Society's office hours will be the same, open Monday, Wednesday, and Friday afternoons from 1 to 4 p.m., with the same phone number, 877-1124.



Members of the Credit Valley Conservation Authority gathered together for a group shot Thursday evening following their inaugural meeting of 1982. They are H.H. Stewart, Jim Lyons, R.B. Martin, C.V. Bryan, John Garhouse, Henry

Wheeler, Evelyn O'Sullivan, George Winnett, Pete Pomeroy, Marilyn Serjeantson, Rob Shirley, H.P. Darraugh, J.B. Dods, H.E. Kennedy, E. Southorn, C.D. Glasford, Bill Hunter, John Hutton, Ken Whillans, R.K. Harrison and Peter Novar.

## Maltby retires from CVCA

After six years of serving on the Credit Valley Conservation Authority, Gail Maltby has packed it in.

She said she retired from the CVA because she couldn't

afford to hire employees at the machine shop she operates in the Queen's Tire Service Ltd. building on Acton's Queen Street, and at the horse racing business she operates with her husband Coun. George Maltby,

at R.R. 2, Acton. "It's a very worthwhile activity (the CVCA) but \$20 for a whole afternoon—you're really volunteering your time. In order to keep myself financially afloat I couldn't afford it."

Mrs. Maltby said. Jim Lyons of Caledon was appointed to replace her on the board.

As a provincial appointee, Mrs. Maltby did not represent Halton Hills. The town is represented by two council appointees. Re-appointed for 1982 are Mayor Pete Pomeroy and Coun. Marilyn Serjeantson.

## Kellar hearing April 13

April 13 has been set as the date for a preliminary hearing into the charge of first degree murder laid against Eric Howard Kellar Oct. 26. Mr. Kellar was charged in connection with the death of Colleen Oates, 21, an Acton housewife and mother found stabbed to death in her home Oct. 22.



Enjoying a cup of coffee and some chit chat are (left to right) Halton Hills Mayor Pete Pomeroy, Credit Valley Conservation Authority (CVCA) chairman H.H. Stewart, general manager Glen Schnarr and Halton Hills councillor Marilyn Serjeantson. Mrs. Serjeantson is once again a member of the information and education advisory board and Mayor Pomeroy is again a member of the water management advisory board. It was decided at the CVCA meeting that the memberships of the four advisory boards will stay the same for 1982.

(Herald photo)

## Mary Robinson new president for Knox Women

The annual meeting of Knox Presbyterian Women took place on Jan. 18.

New officers for the coming year are Honorary Presidents Carol Barrow and Norma Alexander, Past President Cathy Martin, President Mary Robinson, 1st Vice President Mae Cartwright, Secretary Martha Scott, Treasurer Betty Langdon, Catering Convener Elizabeth Kentner, Flower Convener Hazel McMillan and Jean McKenzie, Glad Tidings Mary Booth, auditors Doris Woods and Lena Thompson, Worship Convener Rhoda Geggie and Membership Convener Beth Anderson.

Donations were made to the local Meals on Wheels, Contact Centre, the Mentally Retarded and ActiVan, as well as Evangel Hall, Scott Mission and the Ewart College Resource Fund.

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And Know Our Prices Are LOWER

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THURS & FRI  
9 00 A M - 9 P M  
SAT  
9 00 A M - 5 30 P M

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