

This one's special

## Blood clinic needs support

The best thing in life is free. In our hospitals, people are examined, treated, given blood when necessary, and hopefully, cured. But in our blood donor clinics, how many of you are in the line-up of potential donors?

EVERYONE between the ages of 17 and 65, citizen or otherwise, who is in normally good health, can and should give blood, for blood is the common denominator uniting all people. Each adult has 12 to 13 pints of good red blood in his system. Remove slightly less than one pint (the amount donated to a Red Cross Blood Clinic) and the body replaces it automatically: the liquid portion of the blood within 24 hours and the red cells within three or four weeks.

The most common blood type in North America is "O" and 46 per cent of the

population have it. 42 per cent have "A" blood, nine per cent have "B" blood type. Of these types, 85 per cent or most people have an RH positive blood grouping whereas 15 per cent have an RH negative grouping. This information is all measured and printed on a card for you when you donate blood and it's a handy thing to know.

Your own blood type might be the same as your sister's and father's but different from your mother's and brother's. In case hospital supplies run low, which they do periodically, it is good to know who in the family can give to, or receive blood from another, especially if it's a rare type.

Please stop in at your blood donor clinic next Monday, Nov. 8 at Holy Cross Church Auditorium.



### Letter from the editor

Paul Dorsey

### Not a bad idea

If you think of Canada as a business, it's time to start asking our in-laws if they need some extra help in the factory or on the farm. And, to carry the analogy further, if the business is failing, poor management is likely to blame.

That's the kind of thinking that led Syd Marder of Georgetown to an intriguing suggestion regarding the state of the nation. If Canada is a business, buying and selling things, he says, why not hire business experts to run it?

I spent a fair amount of time last week trying to punch holes in the idea, but apart from some flaws regarding the Charter of Rights and our basic idea of democracy, which are indeed critical, it's not a bad idea.

Retired from the pipeline business, Mr. Marder has a sound knowledge of both hard work and nationwide problems. He's quite astute concerning politics, especially at the national level, and he's more than a little suspicious of those men and women who currently constitute our federal Parliament.

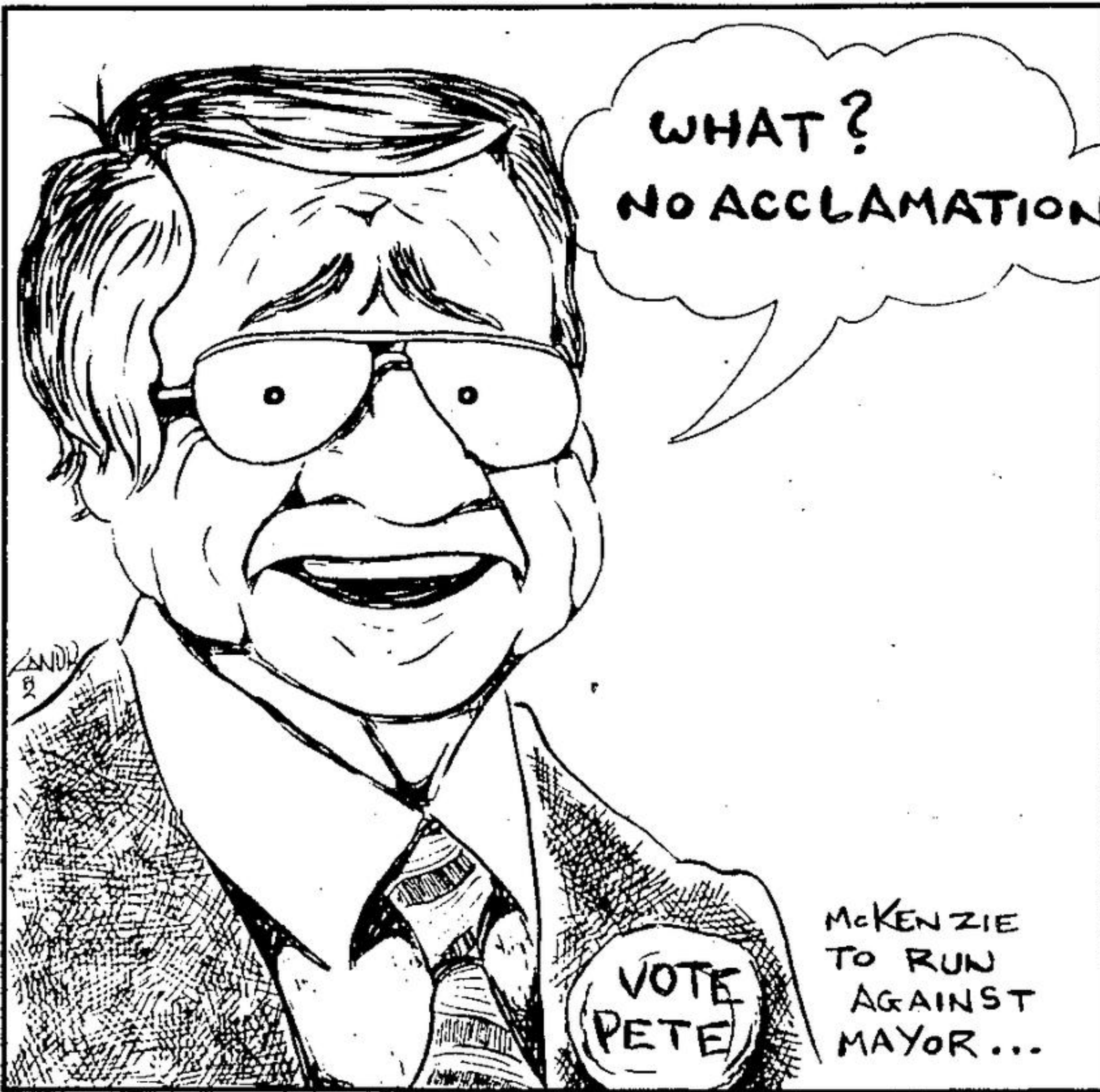
I seriously doubt Mr. Marder's contention that 90 per cent of our MPs are

lawyers by profession, but I'm sure sympathetic toward his belief that many lawyers "have lacery in their hearts".

The solution, he believes, is to recruit real experts in business, hiring them on a one-year contractual basis, to run the country. They'll buy things from other countries to meet our needs and sell things that we produce here - all at the best possible prices. If they've done a good, responsible job on behalf of Canadians at the end of the year, their contract is renewed. If not, they're fired.

Who does the hiring? The party leaders, alone without their army of time-wasting MPs. Perhaps retaining the leaders would leave us some room for the democratic vote. Mr. Marder is acutely non-partisan: "Clark is a ninny, Trudeau's up to something, that devious bastard" and Broadbent just voices the NDP's "pipe dreams".

Common sentiments all. Maybe the "businessmen running the business" idea could catch on, too. Their qualifications would be the key, you see, and who would deny that the qualifications of many MPs - particularly those suffering from jet lag - are suspect?



## Hype over Trudeau on TV had us on the edge of seats



Ottawa Report

By Stewart MacLeod

Ottawa Bureau of The Herald

When Prime Minister Trudeau decided to spread his economic fireside chat over three nights, and set off a merry old political row in the process, was it really because he felt this was the most effective form of communication or was it a brilliant marketing strategy?

Officially, it was the former. People around the prime minister maintain that it was merely a case of Trudeau wanting to ensure that his message about our serious economic situation was understood by his listeners, and that they be given time to reflect on what he was saying. It was felt that the message would be better digested from three 15-minute telecasts, rather than from one whooper.

But looking back on the unholy fuss that erupted over this serialized telecast, one is left wondering whether the prime minister and his advisors might have had marketing promotion in mind when they settled on the three-night format. In any event, they certainly got that promotion. And, let's face it, the people around the prime minister

are not entirely dumb.

I have no way of knowing what went on in Trudeau's inner sanctum prior to the telecasts, but you can almost imagine some of these bright young people wondering how best to turn the event into a real nation-grabber. And it wouldn't take long for someone to decide that what was needed was some pre-telecast hype. And what better way to achieve this than to asking for an unprecedented three consecutive nights of air time.

#### SMART STRATEGY

The reaction of opposition parties would be quite predictable. They would be outraged with this alleged abuse of the Canadian Broadcasting Corp. And, with any luck, by the time Trudeau was ready to take to the airwaves, the whole country would be talking about him and what he was likely to say.

It would be akin to a pre-fight weigh-in, when the boxers trade a few punches to build excitement for the main bout.

Neither Tory Leader Joe Clark or New Democratic Party Leader Ed Broadbent let the Trudeau strategists down. They were furious as they charged the prime minister with media manipulation, and they even went further than expected in demanding the resignation of CBC President Pierre Juneau. This, of course, gave Juneau an opportunity to call his own news conference to attack the opposition for attacking him. What an unexpected bonus for the promoters!

Meanwhile, all the feuding participants kept churning out press releases, along with copies of correspondence that was being exchanged at a furious pace. For a time, it looked like leaflet warfare. And, in the meantime, the

prime ministerial telecasts, along with all the assorted preliminary bouts, were being talked about on the front pages of the nation's newspapers and on all television newscasts.

It was becoming the biggest event since the British fleet set sail for the Falkland Islands.

#### MANY QUESTIONS

Would Joe Clark respond immediately, or wouldn't he? Who would actually hear Trudeau's words before they were telecast? Who would write the speeches? What would he hear? Would Pierre Juneau be forced to resign? What would the folks in the corner tavern think of the messages? The list of intriguing questions grew like topsy.

And by the time the prime minister was ready to talk about the worrisome winter ahead, the entire nation was perched on the edge of seats. Television cameras were set up in pubs to get the reaction of unemployed service station attendants, the presidents of every business organization were on phone lines ready with cryptic comments, and every commentator and columnist in the country was offering play-by-play coverage, building excitement for the next round.

The advance men for a Billy Graham crusade - and they don't come any better - could not have done a more effective job of creating excitement for a series of sermonettes.

It's just possible that Trudeau's people - as they claim themselves - didn't foresee this as they innocently asked for three nights of air time for non-partisan talks with the nation.

But I can have my own suspicions.

## Takin' to the streets

The Herald says

Asked recently at the Georgetown public library: What do you think of school so far this year?



Lisa Brading, Grade 6: "I like our teacher. He lets us keep goldfish and takes us out on school trips. Once, a boy found a kitten and he let us keep it for a day."



Orlan Morgan, Grade 1: "I like going to George Kennedy School because it's nice not having a sister to boss me around and because I like it. I also like 'equals' and one-plus-one and all that."



Toni McClements, Grade 6: "We get a chance to work on a new computer next week and try out math and everything on it. I don't like social science, but I like running. I'm on the (School's) cross-country team."



Michelle Webster, Grade 6: "I like my teacher; he's funny and nice and he teaches well. I don't like social sciences—it's boring."

## DISARMAMENT The Pros and the Cons



With only five days remaining before the municipal election's disarmament referendum, the discussion on the pros and cons for nuclear disarmament has intensified. Two diverse views are expressed by Janet Duval, chief spokesperson for the Halton Hills "Vote Yes" committee, and Dave Rowney, Herald staff writer.



### Answering the critics

If the West disarms, the Russians will get us, won't they?

Certainly, but we are voting for GLOBAL (multi-lateral) nuclear disarmament. No one will begin to disarm until all sides agree to do so. The

referendum is not concerned with one-sided disarmament.

I don't trust the Russians to disarm, even if they say they will.

It's not necessary to trust them. Both sides know exactly what arsen-

als the other side has now, and always will. That's what spies and spy planes are for! Furthermore any multi-lateral agreement would provide for verification by neutral observers, perhaps from the

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### A lesson in history

Such an articulate letter to the editor by Barbara Ford, 12 (Herald, Oct. 20) on the question of nuclear disarmament deserves to be answered. Barbara has reflected on the fairness of the "Vote Yes" group for

nuclear disarmament in their campaign preparing for the Nov. 8 referendum.

She says... "the students are practically mesmerized into thinking that if you want to live then you HAVE to vote for

nuclear disarmament... We haven't been told the other side of the vote except that it's bad."

There are some disturbing thoughts in the Vote Yes campaign for Halton Hills which tend to blurt

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Queen's Park

By Derek Nelson

Queen's Park Bureau of The Herald

In the dispute here by MPPs over whether to have an emergency debate in the Legislature concerning the employment problems of Sudbury, neither side's logic was of the highest calibre.

But the issue itself is probably the single most difficult employment or unemployment hurdle to be cleared even after the province climbs out of the current recession.

The unemployment rate in Sudbury is between 30 and 40 per cent, and even optimists don't expect any return of the boom times that the city saw in the 1960s. MPP Floyd Laughren (NDP-Nickel Belt) moved that the ordinary business of the Legislature be set aside to discuss Sudbury's plight as a matter of urgent public importance.

Although the Liberals supported the NDP, Speaker John Turner ruled that there had been two such emergency debates already this year, one as recently as Sept. 24, and anything said so soon thereafter would be repetitious.

#### WAS SUPPORTED

He ruled against the debate. The NDP appealed, and the government benches up-held Turner, although interestingly, Sudbury Conservative MPP Jim Godon left the Assembly just before the vote.

Tory House Leader Tom Wells

made the weak argument that what was coming up happened to be the "wind-up of an important debate" (mainly the wage control legislation for government employees).

"If we were just going to deal with some trivial piece of legislation today, perhaps it would serve our purpose well to debate it here again," he said.

But this observer always thought an emergency debate was held or rejected on its own merits, not on the prominence of the legislation that it happened to be displacing.

On the other hand Laughren noted "if it was an emergency a month ago, it is an emergency now, just as it might be two days from now." Or, in short, the Assembly might do nothing but debate Sudbury from now to eternity under that criteria.

#### ON RECORD

This time Turner was right. The viewpoint of both sides is already clearly on record, as is their groping for an answer to the long-term viability of the Sudbury basin.

The New Democrats (and Liberals) start from the premise that the Conservative government has failed over the years in two major and specific areas.

Inco and Falconbridge, Sudbury's two big nickel producers, have not

been forced to do all their refining in Sudbury as they should have been, instead of exporting semi-finished material as far as Noway.

Nor has there been more than tentative steps to try and reduce Ontario's \$1.5 billion trade deficit in drilling and mining machinery, even though this province is among the world's largest importers.

Counting spin-off jobs replacing such imports alone could give up to 15,000 people work.

#### TORY VIEW

The Conservatives respond that they are doing all they can within the limits placed upon them.

Natural Resources Minister Alan Pope said if the province forced more refining here, and thus caused the existing European refineries to close, there would be even less market demand for Sudbury nickel.

Other sources, some of who like Russia may already be dumping nickel, can meet European needs. (But this doesn't answer why refining wasn't required here back when the Sudbury basin had close to a world monopoly in nickel production).

As for mining machinery - the new Ontario Resource Machinery Development Centre is a first step along the path to self-sufficiency, the Tories say.

### POET'S CORNER

#### A Blue Valentine

Sometimes, you leave little by little.  
Withdrawing soft words first,  
followed by the gentle touch,  
and finally, love  
fades.

It would be a blue valentine,  
cold and empty,  
hungry for the taste,

of a sweet embrace,  
long forgotten.

Hold tightly to the memories.  
Safe and comfortable,  
they're all we have,  
until love,  
comes home again.

—By MARLOWE C. DICKSON,  
RR2 Bereton