

Halton Hills Arts Council

By JOHN SOMMER
Herald Special

Twenty years ago the reproduction had a low prestige. One could pick up a reproduction by famous or popular painters at places like "Coles" in Toronto for a few dollars, which was, as in the case of every other mass produced item, its true cost in manufacturing and marketing, with a profit, of course, for everybody involved, as part of its price.

In this situation a few farseeing entrepreneurs had the brilliant idea that out of the combination of public ignorance about matters artistic, better reproduction methods, and the collaboration of artists, a product could be fashioned that would appeal, during a period of economic expansion and affluence, to the upwardly mobile. The result was the limited reproduction. Instead of running the printing presses for as long as the market would bear an artificial scarcity was created by stopping the press at say copy 999!

Now this is a huge edition by any standards - a dress mass produced that often could not, by any stretch of the imagination, be called an "original". In order to sell that many reproductions from one painting for large sums of money one had to give to the reproduction what it never had before: respectability.

To give the reproduction respectability the collaboration of the artist was needed beyond the mere granting, for a fee, of the right to copy, that is to reproduce.

The limited reproduction appeared on the market with a number and the signature of the artist like any fine, original, handprinted etching, lithograph, or serigraph of yore.

With this one step what was merely a product before moved towards "Art" again, and with the handwritten signature of the artist affixed to it, the reproduction, in the eyes of the untrained buyer, became art.

The old, unlimited reproduction

had been a reminder of a work of art. As such it was a democratic thing. The student, the young couple starting out, the person with a low income could have a cheap reproduction of a favorite painting on their wall, by Cezanne and Picasso as well as by Norman Rockwell.

The limited reproduction wants to be something different. It wants to be the work of art, and by succeeding in that it has retarded the public appreciation of art.

Because the buyer of a limited reproduction has the means to buy original art, he assumes, that by buying a limited reproduction for large sums of money, he is, as a matter of fact getting an original work of art.

The original art available in the same price range is shunted aside by the buyer of limited reproductions or "limited edition prints", as they are labeled by their dealers, because the limited reproduction is marketed in such a way that the buyer has the impression that he is buying something elitist and fine and special, when in reality only the high price of the limited reproduction takes it out of the reach of the many.

Will the buyer of reproductions eventually develop an appreciation of the real values of art and, by doing so, abandon the limited reproduction for original art?

This is an interesting question I will try to answer in another column.

ARTISTIC NOTES:

—application deadline for Creative Artists in Schools programs through the Ontario Arts Council is Feb. 1 for projects starting during the period April 1 - June 30. Contact Arts Education Office, OAC, 151 Bloor St. West, Toronto, Ont. M5S 1T6, 961-1660.

—"Artists in Business" seminars will take place in February with a comprehensive look at recent changes and challenges facing the arts and artists in Canada. For more information contact Visual Arts Ontario, (416) 591-8883.

For those concerned with publicity, Jo Lister of Promover Marketing will lead a session on "Hands On Publicity". Participants will design flyers, posters, newsletters, samples and more. Jo's experience includes editing the Halton Region Visitor, working with the YM-YWCA and as publicity officer for McDonald's.

"Boosting your Bucks", a guide to 60 creative fundraising ideas is led by Greg Burns. Greg will share his practical experience as director of the Cambridge Community Services Department, the Cambridge United Way and various minor sports.

Ashgrove computer talk

It's up to us to be user-friendly

By MARION HUNTER
Herald Special

Computers and more computers. They're here in all different manners and it's up to us to know how to use them but more important for our children to have early knowledge of their use.

This was part of the message of

Janice Murdock, teacher at J.M. Denyes, Milton. She was the guest speaker at the Education and Cultural Affairs meeting of Ashgrove Women's Institute with Ruth Thompson as hostess on Tuesday afternoon Jan. 21.

Mrs. Murdock told how children who were more interested in recess than classroom studies made a complete turn-around when introduced

to studies that were worked out in a game on computers. In three weeks these students had made an eight month gain in reading. Students who don't have the availability of computers will be spending hours doing research in advanced education. She was especially concerned that the girls become comfortable with computers and not be misled into thinking it's a

man's world.

Right now you will find no remote control toys advertised with girls using them and it's in these early years we start shaping ideas.

If you are thinking of buying a computer the first thing to do is make a list of all the things you would use it for then check the catalogue for software. Consider buying a machine similar to a friend so you can exchange software. Check repair prices.

The speaker was introduced and thanked by the program convenors, Peggy Knapp and Waverly Hoist. Roll Call was "Something I use today that my grandmother never thought of."

Verna Bird pleasantly surprised Peggy Knapp by presenting her with a life membership pin. Before coming to Ashgrove Peggy was a member of the Laura Rose W.I. in Waterloo south county.

Invitations were given out to the members for a Big Time Party at the home of Marion and John Hunter. This will be the family winter activity for the W.I. Next month the Ashgrove W.I. looks forward to celebrating their 60th birthday Feb. 18 at Hillcrest Church, 1:30 p.m.

Open House hosts workshop

Ever been involved with an organization where you needed to get people to do something for nothing... and keep doing it? Want to let people know what you're up to? Need money for your group?

As part of this year's Community Open House activities, these topics will be dealt with in a series of free workshops. They will be offered at the Georgetown District High School Feb. 28, at 7 p.m. Registration forms can be picked up at the libraries or the recreation department offices or you can call 877-5185 ext. 261 or 877-3219.

IN THE HILLS

Bridal show

Elizabeth's Fashions is putting on a bridal show featuring the latest in 1986 styles for you, Feb. 16.

Along with wedding gowns, there'll be bridesmaid dresses, going away outfits, lingerie, and trousseau necessities.

It will show brides-to-be what's available in town. Show tickets can be bought for \$2.50 from Kentners, Whimsies, Elizabeth's Fashions and Fendley Florists. The action takes place at the Holy Cross Hall.

Exhibit closes

The exhibit of paintings called "Festival of the Seasons" at the Cultural Centre Gallery by Debbie Donald and George Jackson closes Feb. 1. You have just three more days to see it! The exhibit is sponsored by the Rotary Club of Georgetown.

Gifted Kids meet

The Association for Bright Children will sponsor a showing of the film "Gifted Kids" at a public meeting Feb. 3, at Stratheona Public

How do you recruit and keep a volunteer staff? Maud McLean has the answers. Former consultant for the Ontario Arts Council, writer, broadcaster and teacher Maud will discuss recruitment defining jobs and more.



School, 283 Walker's Line (just north of Lakeshore Rd.), Burlington at 8 p.m.

The meeting will also feature small group discussion on several aspects of gifted education in Halton, such as entrance to programs, kindergarten to grade four, grades four to eight and secondary school options. Results of these discussions will be reported to the Gifted Review Committee of the Halton Board of Education. Parents, educators and the interested public are invited to attend.

If any further information is required, contact Sandy Van Harten at 632-5822 or Lynn Appgar at 877-5801 (Georgetown).

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Lioness Club plan for a draw, dance

By JOYCE GOSLING
Herald Special

The Georgetown Lioness Club held their January Dinner Meeting Jan. 15 with 19 members attending.

A business meeting followed the dinner, during which a decision was made to donate funds to the physically handicapped and to the Drug Awareness Committee, and household items to the Halton Women's Place. All of these groups have requested assistance.

The last few months have been busy ones for the Club, starting with the "Kilometer of Coins" event, in aid of dialysis patients at Camp Dorset, the Christmas Craft Auction, the Santa Claus Parade, helping the Lions at the bingo and visits to other Lioness Clubs in the District.

During the Christmas period the members attended their own Christmas dinner at a local restaurant and each member supplied a gift for a needy teenager. These gifts were delivered to the "Good Neighbour" Committee for distribution with the Christmas hampers. The members also helped the Lions Club entertain the children at their annual children's Christmas party at the Lions Hall.

Future projects include the sale of draw tickets for a weekend in Toronto, a bowling and a dance. The draw tickets are on sale from Club members at the moment, but will be available in several local stores later.

The cost of tickets \$1 each for 6 for \$5. The Lionesses will also be joining the Lions Club members on Feb. 7 to celebrate their 55th anniversary.

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Datron wins bid

The annual electrical preventive maintenance program for Halton's sewer and water plants is being given to Datron Electric Ltd. of Nanticoke, Ontario.

Datron Electric won the job thanks to offering the lowest of four bids received by Halton region. The Datron tender is for \$12,840. The 1986 water and sewer plant operating budget has \$14,000 for these works.

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