More advertabenches approved despite protests

By ROB KELLY

When it came to the town's controversial deal concerning park benches, councillor Bruce Attenborough' emotions were as volatile as the arrangement itself.

Milton council has had an onagain, off-again deal with Adver-

PREMIUM

PERFORMANCE RADIAL

BUY 3

GET 4

EAGLE GT

(H SPEED RATED)

BLACK SERRATED LETTERS

PREMIUM

PERFORMANCE RADIAL

BUY 3

GET 4

EAGLE GT

BLACK SERRATED LETTERS

174.95

131.95

133.95

132.95

133.95

131 95

137.95

141.95

62.95

60.95

67.95

81.95 90.95

87.95 90.95 95.95 107.95 101.95 106.95

110.95

117.95

425 85

ALL SEASON RADIALS

BLACKWALL

WHITEWALL

P205:70HR14

P215/70HR14

P185:60HR14

P215-70HR15

P225 70HR 15

P235/70HR15

P195-60HR15

P195/60VR15

P205 60HR15

P235-60VR15

P195 50HR15

P185-70R14

P195 70R14

P205 70R14

P205/60R14

P215/60R14

P205/60R15

P215/60R15

P215 65R15

P145/80R13

P155/80R1

P155/80R1

P165/80R13

P175 70813

P185/70R13

P185/70814

P155/8081 P165/80R13

P175/75R13

P175/80R13 P185/80R13 P175/75R14

P185/75R14

P195/75R14

P205/75R14

P215:75R14

P205:75R15

P215/75A1 P225/75815

P235/75R15

P225 70R15

tabench for months now. It calls on the town to sprinkle the urban area with 21 new park benches, the backs of which form miniature advertising billboards. Already the company has 25 such benches in town.

Monday night council finally approved the additional 21 benches,

after the same idea was stalled a few weeks ago by politicians, then re-instated at a transit committee meeting last week.

It didn't sit well with Mr. Attenborough, who has been a consistent opponent of what he labelled "visual pollution."

The Ward 3 councillor dug in his heels again Monday. "I don't want to get in a confrontation. I just don't like the benches. I wish them (Advertabench) all the best of luck in some other town, like North Rectum, Saskatchewan."

The councillor's opinion was that

PREMIUM

PERFORMANCE RADIAL

BUY 3

GET 4

EAGLE GT

OUTLINED WHITE LETTERS

419.85

422.85

458.85

446 85

542.85

ALL SEASON FOR

IMPORTS & SMALL CARS

CORSA GT

BLACK SERRATED LETTERS

PREMIUM

ALL-SEASON RADIAL

142.95

140.95

152.95

148 95

Sale Price

1 56.95

64.95 72.95

95.95

95.95 96.96 99.96

103.96 108.96 113.95

45.95 60.95 62.95

73.95

P205/70R14

P205:60R14

P215/60R14

P235/60R14

P215/65R15

P245 60R15

P255/60R15

P155 80R13

P185/70813

P185/70R14

P155 BOR 1

P165/80R1

P175/80R13

P185/75R14

P195/75R14 P205/75R14

P195/75R15

P205/75R15

P215/75815

P225/75R15

P235/75A15

P175/70R1

P185/7081

P195/70R13

P185/70R14

P195/70R14

P205/70R14

P155/80R13 P185/75R14

P195/75R14

P205/75R14

P205/75R15

P215/75R15

P225/75R15

LOWEST PRICED

ALL SEASON

the bench concept didn't dovetail with such projects as the elegant restoration of Milton's town hall.

He called the renovated hall "one of the finest buildings in all Halton. A beautiful building. I don't think we would put an advertisment on the wall. Yet we'll put one on a bench in front of the building."

"I'm concerned with the proliferation of advertising," Ward 3 councillor Barry Lee added. "When do we stop? As far as benches are concerned, I think there are more appropriate places for advertising."

We advertise on town buses, Ward 2 councillor Mary Long noted It's giving revenue to the town. I don't see any problem with that."

Councillor Art Melanson agreed. "It's merely an extension of the current transit system."

Roy Downs, a marketing consultant representing Advertabench, pointed out that if the town installed the benches, it would probably cost taxpayers \$25,000. The company picks up that tab, and gives the benches to Milton at the end of a five year contract. Advertabench recoups its cash through ad revenue.

Mr. Downs said the company was making significant adjustments in order to meet Milton halfway. The blue benches currently dotted around town will be exchanged for wood grain models because councillors have requested it, he pointed out.

Advertabench will also permit free town advertising on any unsold bench spaces in 1989, Mr. Downs added.

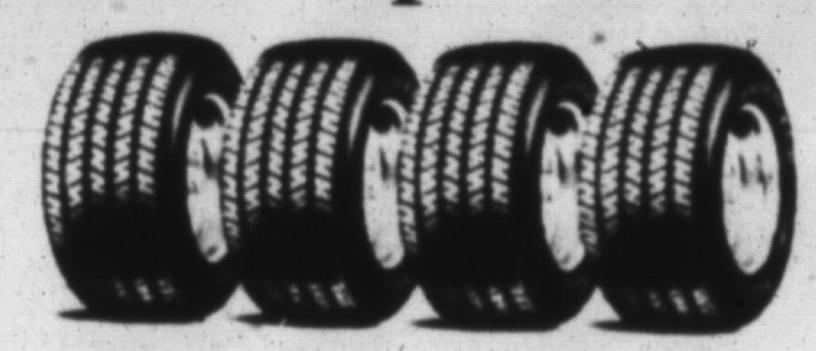
It was not enough to convince Mr. Attenborough. recorded vote, Your Worship," the councillor said to Mayor Gord Krantz. "When the time comes, I wan't to say I told you so."

In the recorded vote the three rural councillors, Bill Johnson, Mr. Lee and Mr. Attenborough, voted against the idea. The following councillors supported the proposal; Mr. Krantz, Brian Penman, Mrs. Long, Colin Best, Mr. Melanson, Rick Day.

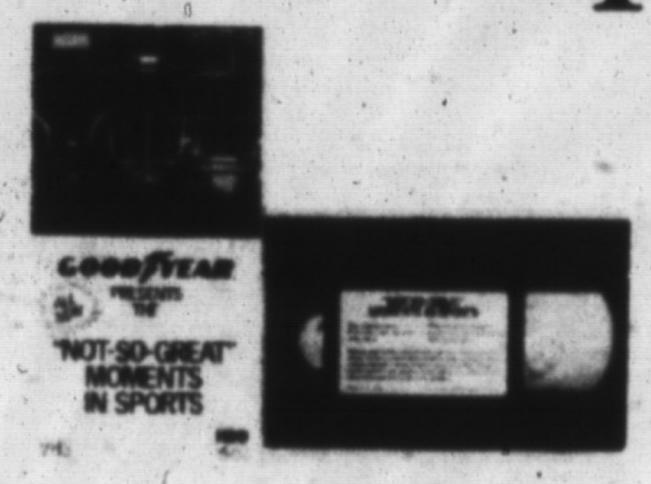
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