

# Docs, province combine to promote bike helmets

Physicians and the provincial government are trying to promote the use of safety helmets among bicycle riders, in hopes of reducing head injuries due to cycling accidents.

The Ontario Medical Association (OMA) and the ministry of transportation launched the campaign to coincide with the end of the school year. Posters for display in doctor's offices feature a coupon offering \$5 off the price of a helmet purchased at Canadian Tire stores.

John Williamson, Milton Canadian Tire store

owner, said he thinks the idea is a good one. "They are trying to do to bicycles what they did to motorcycles," he said. "Most of our sales are to parents, for use by toddlers who ride on the back, and that is important."

Ken Booth of Milton Bicycle Works said helmet sales have tripled already this cycling season. "The media is doing a good job getting the word out. All the awareness programs are really making an impact."

Mr. Booth said he feels the helmets are par-

ticularly important in the rural areas of Milton because of the soft shoulders on so many roads.

"Physicians want to heighten public awareness of the benefits of wearing an approved safety helmet," said Dr. Carole Guzman, OMA president. "We want to alter attitudes toward recreational bicycle riding, so that a proper helmet is viewed as a part of a bicycle rider's basic equipment."

A 30-month study determined that bicycle accidents were responsible for 25 per cent of

fatalities at Toronto's Hospital for Sick Children. In addition, a survey of coroners in Ontario determined that 14 per cent of all child deaths in 1985-87 were due to bicycle accidents. Almost all were from head injuries.

Dr. Ted Boadway, OMA director of health policy, told of his own son's bicycle accident. He suffered a severe blow to the head after falling and striking a steel abutment. "The safety helmet he was wearing undoubtedly protected him from a severe, perhaps fatal, head injury."



Photo by STEPHEN UHRANEY

## Inspiring performance

The Sam Sherratt School choir must have provided the Toronto Blue Jays the inspiration they needed last Wednesday at the SkyDome as the team recorded their first win in their new stadium, 4-2 over the Milwaukee Brewers. The choir, which sang both the

Canadian and American national anthems, was among 600 students, friends, parents and teachers of the local elementary school who made their way to the stadium in 14 buses.

# Council over-rides Day's shot at Dickie Dee

Some enterprising 15-year-olds can breathe a sigh of relief tonight. Their summer careers selling ice cream seem assured.

Those 15-year-olds could perhaps be excused for painting councillor Rick Day as the grinch who stole Christmas in July. But Mr. Day's efforts to stop them from selling for Dickie Dee were due mostly to safety concerns, not hubbug.

"To me, 16 should be the minimum," the Ward 1 councillor said.

"A 16-year-old has a driver's licence and knows the rules of the road."

The Dickie Dee drivers pedal around town on large tricycle-type contraptions holding cooler units in the front. In those coolers are ice cream cones and bars. At the end of a shift the young business people return their trikes, and money, to a central collection point.

As well as the safety concerns about 15-year-olds navigating Milton's streets with the trikes, Mr.

Day didn't appear too impressed with Dickie Dee marketing, which, he suggested, was "deliberately set up to attract younger children" into spending their money.

Other councillors didn't side with him on the age issue, however.

Councillor Les Laughren said Mr. Day's stance "doesn't recognize the economic reality. Employers are desperate and will pay big wages. I see nothing wrong with being 15 years old and peddling ice cream bars."

"A 15-year-old is very responsible," councillor Mary Long said. Older teens, such as 18-year-olds don't want to ride (for) Dickie Dee."

Councillor Day's amendment was defeated. The company will hire 15-year-olds in Milton this year.

Last year a fracas erupted at council over Dickie Dee activities when a local man, Mike Johnston, proposed a distributorship to be operated from his suburban home.

That was quashed when his neigh-

bours opposed the idea, although it went to the Ontario Municipal Board for a decision.

The new Dickie Dee franchise will operate from a Halton Hills distribution point.

## Residents complain

# Proposed sign should 'stop' traffic trouble at dangerous Mountainview intersection

An appeal from area residents for a stop sign was headed at Milton council's general committee Monday night, and Nancy Auger indicated it was just in time.

"It's a wonder somebody hasn't been creamed," Mrs. Auger, a Mountainview Drive resident, said. She added that the sign was "desperately" needed.

Councillors voted to erect a stop sign at the corner of Mountainview Drive and Riverplace Crescent. The recommendation goes to Milton council for final approval next week.

While most homeowners in the area may feel they have gotten what they wanted, there might yet be a casualty of an attempt to better manage traffic. A tree.

An unidentified resident at 203 Riverplace Cres., across the road from the proposed stop sign, owns a large tree which town public works director John Matthews called "a major concern."

The tree's limbs block sight of oncoming traffic, Mr. Matthews indicated. Many of its branches apparently extend onto the town-owned road allowance, although the tree trunk "is on private property."

Saying he was not happy to do so, Mr. Matthews told councillors it might not be enough just to trim the branches protruding onto the road allowance. The public works director said if necessary he would "denude" the side of the tree on public property.

Mr. Matthews admitted the stop sign location is "an oddball" place for it. Riverplace Crescent is a cul-de-sac, and Mountainview Drive feeds into it near the roundabout at the end of the road. However, the area is a densely populated subdivision with various interconnecting roads crossing Mountainview Drive, and there is substantial pedestrian traffic, mostly younger children. Three elementary schools are within a 10-minute walk.

Council deals with numerous requests for stop signs and other traffic controls, including more police, on a regular basis. Residents demand such attention when they see themselves as victimized

by speeders and dangerous drivers.

However, studies have pointed out several facts which usually startle many such delegations. Often the speeders turn out to be their neighbours. And stop signs erected merely in an effort to slow people down are ignored routinely. At best, many drivers slow down momentarily and then speed up in frustration, increasing hazards.

The fundamental design of urban subdivisions from the 1960s and 1970s has been challenged in some forums, with the suggestion that long straight collector roads, such as Woodward Ave. and Launer Ave. in Milton, promote speeding

# Smoking bylaw will hurt small business, says Attenborough...

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ces. "It's up to him. Don't smoke or leave."

After the meeting, Mr. Attenborough characterized the restaurant restrictions as "ridiculous," in view of the fact the smoking and non-smoking areas will be "right beside" one another.

Also, he said it should be "a personal business decision" as to smoking regulations, much the same way people decide such issues in their homes.

Smoking has been widely condemned, and "rightfully so," he admitted, speculating that the

habit will be "dead as a dodo" in the next five years.

But he added, perhaps wistfully, "a cigar and a glass of port after dinner. That's my idea of living."

If adopted, the Bylaw will carry maximum \$2,000 penalties for those breaking Milton's smoking rules. Area merchants must purchase "no smoking" signs from the municipality, at a cost of 50 cents each. The price merely covers the cost of the signs, Mr. Roberts noted.

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## THIS WEEK'S INSERTS June 14

- Shoppers Drug Mart
- TV Guide
- Bumper to Bumper
- Auto Genics
- Colour Your World
- Cancer Society

## June 16

- Loblaws
- A. & P.
- Woolco
- Canadian Tire
- Home Hardware
- Consumers
- Canadian Open
- Van Empels