

## Friday comment

### Put questionnaires to a good use

It seems that questionnaires sounding out the public mood have come into vogue of late among politicians.

Several weeks ago the constituents of Simcoe North received copies of a questionnaire from federal member of parliament Dr. P.B. Rynard.

Since then, speculation has had it that Dr. Rynard would be partly basing his decision on running in the next election on the results of the questionnaire.

This week in the mail, constituents of Simcoe East have received a seven-point questionnaire in the report from member of the provincial legislature, Gordon Smith.

Among the points covered in Mr.

Smith's questionnaire are Premier William Davis' stand on not allowing French as official language in Ontario, a return to the basics in high school education, more money being allotted to local government and the recent increase in OHIP premiums.

We would support the intent of these questionnaires on the grounds that it can be one of the most direct lines of communication people have with their members in Toronto and Ottawa.

Let's hope they're being used to get the point across to our elected officials about what the public wants and not solely to help formulate a certain party's strategy.

## Accept transformation, realtors told at meeting

Local real estate brokers and sales personnel were cautioned Monday night that if their industry is going to ride out the slump currently plaguing the entire country, they must accept the fact that the business is undergoing a transformation, and that future success will depend upon how much it is able to adapt to changing conditions.

The caution came from Arthur Johnson, president of the Ontario Realtors' Association, a group boasting a 25,000 person membership which acts as a real estate lobby, and which conducts various programs to provide realtors with the resources necessary to serving the public. Mr. Johnson was the guest speaker at the first membership dinner for 1978 of the Midland Penetanguishene Real Estate Board, held at the Brooklea Golf and Country Club.

He told the realtors that since 1973, the industry has been experiencing a gradual decline in sales commissions, reflecting a general trend towards slower housing price inflation. During 1977, this trend continued, and continues to be felt in the early months of 1978, he said.

Mr. Johnson cited the fact that the average income for a broker on an individual sale has decreased \$200 over the last year to emphasize his point. During the next two years, he said, the industry will continue to be faced by increasingly tough challenges.

"I think that 1978, the latter part of 1977, and most certainly 1979, will be in the long term history of our industry recognized as a time of change," he said.

The factor which has most contributed to the challenge facing the industry is what Mr. Johnson termed "Stagflation", wherein rising capital and overhead costs have outweighed increases in broker's and salesmen's



Arthur Johnson

commissions. While housing prices have been increasing at a rate of 5.8 per cent a year since 1974, inflation has consistently been running at about 8 per cent during the same period, Mr. Johnson pointed out.

In the last three or four years, said Mr. Johnson, costs of furnishing an office, telephone rates, hydro costs, gasoline prices, salaries and advertising rates have all increased, while housing prices have remained static or in some instances have declined.

Nonetheless, said Mr. Johnson, he is confident that the real estate industry can meet the challenges it now faces and remain a healthy industry. To accomplish this, he said, the industry must ensure that governments do not become any more involved in the affairs of real estate than they

presently are. As long as realtors abide by the Real Estate Agency Act, he said, there is no need for any more government control than that which presently exists.

Also, said Mr. Johnson, realtors will have to learn to trim their costs.

"I believe that to survive as a business, we'll have to change. And this primarily means that we'll have to cut the costs of doing business," he remarked.

He suggested that this could be accomplished by "eliminating ineffective sales people", and creating realty corporations in which franchised brokers could all have the buying power and resources available to larger companies.

"I feel that for the people who apply themselves in our industry, there could be a better opportunity today than ever," he concluded.

### Firefighters given old town library bell

The Midland Fire Department has been the recipient of all sorts of new equipment recently.

First of all, it was the new aerial ladder truck, which arrived in late February.

Now, the Fire Department has been given a 600 pound bell. The gift comes from the Midland Library Board, which recently decided that it would remove an unused bell from the Library belfry, and donate it to the

firefighters, in recognition of various services they've performed over the years.

Deputy-Fire Chief Jim Lemieux says that the firefighters plan on restoring the bell, and mounting it on a cement pad.

He added that they will ask town council for permission to place the restored bell outside the fire hall, where it will be used as a monument to deceased firemen.

## Allenson likes to see her books wear out

by Shirley Whittington

Beverly Allenson is one writer who is anxious to see her books worn out.

"I want the books I write to be well-fingered and well read. I think classrooms should have a lot of books like this and the kids should have unlimited access to them."

She was at the Midland Public Library on Wednesday afternoon and the two dozen youngsters who came to visit with her plunged eagerly into the pile of books Allenson brought with her.

Bev Allenson talked with the kids, asked questions and answered them. The atmosphere was one of mutual affection and breathless attention.

Allenson began her writing for children with *Mandy and the Flying Map*—a book based on a real little girl she knew who was "a map freak", in Allenson's words.

On Wednesday, she read her story to the children and then talked to them about how a book is created.

Bev Allenson came to Canada 10 years ago, after what she calls "my most exciting years"—teaching in inner city schools (in Australia and England) with other teachers that one could only call creative, lively rebels. We were convinced that integrated studies made sense. We taught that way and it was fabulous."

Soon after she came to Canada she began working with the Nelson Reading Development program, with books that emphasized that women were alive and well and could do almost anything they set their minds to. She wrote books about women who built houses, made sculptures, sold fish and worked as in veterinary medicine.

Her next series (for Methuen) was about inner city kids from a variety of racial backgrounds. The books are a wonderful blend of fantasy and reality. In one, the kids get off at the 13th floor of their apartment building. The fact that there is no 13th floor allows the kids to enter into the world of fantasy where anything is possible.

To heighten the sense of actuality in her books, Allenson and her collaborator have begun to illustrate their own books, using the camera. The layouts are original, bright and attractive and the books themselves, are soft covered and invitingly portable.

As well as collaborating on books for children, Bev Allenson writes for children's television, and has contributed segments to *Sesame Street*. Sometimes the two medias overlap. She was one of the writers of *The Dog Power Tower*—a book which features Mr. Dressup, Casey and Finnegan, of CBC-TV fame.

Children love Bev Allenson's books. And they like her too. That was obvious at the Wednesday afternoon gathering at the Midland Public Library.



Personal tour

Mike Hoy (left) and Paul Smith (right) had a guided tour of a new children's book by the author Bev Allenson, on Wednesday afternoon.

Ms. Allenson was at the Midland Public Library to talk about writing for children in books and television.

Staff photo

## Letters to the editor

### New political party gives its platform

Dear Editor,

The National Reform Party was entered in the Registry of Political Parties, pursuant to subsection 13 (2) of the said Act on the 13th day of December, 1977.

Since that time, the NRP has gone from 20th position to 5th largest political party in Canada and gaining.

Support and participation has come from the undecided voter, as well as, disenchanted Liberals, PC, NDP and Social Credit supporters.

The National Reform Party is a grass roots people party destined to reverse Canada's downhill spiral by returning government back to the people.

No-one will have much trouble convincing Canadians that Trudeau's Liberals have made a mess of things. The problem will be trying to decide why Canadians should jump from the pan into the fire by voting Joe Clark and his PC's into power.

Our third choice is the NDP, and admittedly, the NDP has been beneficial to the Canadian People to some extent as an opposition party, but Canada and Canadians will never accept socialism.

Our fourth choice is the Social Credit Party, who within the last few months have shown an inability to reach agreement within their own party.

The fifth choice is the National Reform Party, a grass roots party being organized by the people of Canada.

The NRP believes that Canada must become more self-sufficient by reducing our dependency on foreign ownership and imports.

By reducing imports, we will create full employment in Canada. By reducing foreign ownership, we will ensure the future growth of Canada and create an economy that is not

manipulated by foreign powers and companies.

Canadian Farmers and small businesses must be given an incentive to expand and not restricted as they are under our present system.

Natural Resources Companies should be encouraged to utilize their production here in Canada with a view of exporting finished and semi-finished products.

Issues such as capital punishment, abortion etc. should be decided by the people of Canada, by way of vote.

To strengthen National Unity, we must begin to look at Canada as a nation and not 10 separate provinces, which presently operate like 10 separate and individual countries.

Laws, tax and government regulations that are beneficial to Canada and Canadians in Ontario should also be applied to Canadians in Nova Scotia and across our great nation. If they are not, they should be abolished.

Our locally elected MP's must be given a far bigger role to play in regards to government and his respective area. Your elected MP knows the problems and requirements of your area but, under our present system he or she has little power to bring about change.

The National Reform Party seeks support and party organizers in your area. If you are concerned with the future of Canada and would like to become involved, why not write us today. Address of the Party is: National Reform Party, RR4, Box 26, North Bay, Ontario, P1B 8G5.

Respectfully submitted,  
National Reform Party,  
Ron Gilson,  
Party Leader.

## The Friday Times and Friday Citizen

Published every Friday morning by Markle Community Newspapers Limited at Box 609, 521 Bay Street, Midland, Ontario / 526-2283 Box 429, 75 Main Street, Penetanguishene, Ontario / 549-2012

Andrew Markle, publisher  
Victor Wilson, general manager  
Rod McDonald, managing editor  
Howard Elliott, Penetanguishene editor

The Friday Times and Friday Citizen are distributed free each Friday to households in Midland and Penetanguishene 20c per copy at newsstands.

Markle Community Newspapers Limited also publish The Midland Times, Penetanguishene Citizen and Elmvalle Lance each Wednesday in the Huronia market.

## College sponsors course on showing your horse

Want to learn the rules and regulations of showing your horse western style?

On May 7, Georgian College is sponsoring a Stock Seat Equitation course on Tiny Concession 4, near Wyevale at Ted Caston's Appaloosa Farm.

The course is to give participants insight into showing their horse in several classes at western shows. Some horses will be supplied

and video tape will be used to illustrate some points.

Virginia Lammers, a teacher in the horse clinic at Humber College, is teaching the course. Ms. Lammers has been a high points winner at Quarterama, one of the largest western horse shows in Canada.

The one-day course runs from 10 a.m. to noon and 1:30 to 4:30, and costs \$15. Spectators can watch for \$2.



First rehearsal

Rick Lamoureux flicks his baton smartly as he leads the Huronia District Band, at the first rehearsal Wednesday at St. Mark's Church Parish Hall. The newly-formed concert band already has a heavy schedule for appearances in the area.

Staff photo

GUARD YOUR FAMILY'S HEALTH AND BUDGET

**G**  
GUARDIAN DRUGS

**GUARDIAN DRUGS** PRICES EFFECTIVE UNTIL APRIL 15

**SPRINGTIME SPECIALS**

**NIVEA CREME**  
\$1.33 120 ml JAR

**Dr. West's TOOTHBRUSHES**  
2 FOR 99¢

**PLUMROSE**  
DANISH PORK SHOULDER PICNIC  
COOKED • BONELESS • SKINLESS  
PRODUCT OF DENMARK  
NET WEIGHT 16 oz - 454 g

**KLEENEX FACIAL TISSUES**  
3 BOXES FOR \$1 ONLY 2-Ply 100's

**NOXZEMA ROLL-ON DEODORANT**  
77¢ 1.5 oz.

**STAYFREE MINI-PADS** \$1.69 30's

**SKIN QUENCHER BY CHAPSTICK** \$2.39 240 ML

**LISTERMINT ANTISEPTIC MOUTH-WASH & GARGLE** \$1.66 511 ML

**IRISH SPRING SHAVE CREME** 99¢ 200 ML

**IRISH SPRING 3.3 OZ. BAR SOAP** 3 for 88¢

**Plumrose DANISH PORK SHOULDER PICNIC**  
COOKED • BONELESS • SKINLESS  
**\$1.99** LIMITED QUANTITY  
Net Weight 16 oz. (454g)

**Spring Cleaning Special!**  
**PLASTIC BUCKET & 3 SPONGES** 88¢

**Scotch Brand MASKING TAPE** 83¢ 3/4" WIDE X 180 FT. LONG

**LYSOL DOMESTIC SPRAY** \$1.33 13 oz.

**GUARDIAN BRAND A.S.A. TABLETS** 49¢ 300 mg 100's

**50¢ OFF** DEVELOPING AND PRINTING YOUR ROLL OF COLOUR FILM

Bring This Coupon and One Roll of Colour Print Film to Your Guardian Drug Store—on or Before April 15, 1978 for this Great Money-Saving Photo Offer!

**ARCADE GUARDIAN PHARMACY**  
286 King St., MIDLAND  
526-8011

**BAY PHARMACY**  
88 Main St.,  
PENETANGUISHENE 549-2332