

**Terrace Bay
Schreiber**

News

The Terrace Bay-Schreiber News is published every Wednesday by: Laurentian Publishing Co. Ltd., Box 579, Terrace Bay, Ontario, P0T 2W0. Telephone: (807) 825-3747. Second Class Mailing Permit Number 0867

Editor Ken Lusk
Advertising Betty St. Amand
Office Gayle Fournier

Single copies 35 cents
Subscription rates per year
in town \$14.00
out of town \$18.00

Member of Ontario Community Newspapers Association and The Canadian Community Newspapers Association



Small-town fellowship

Even with problems lurking in the shadows, residents here are having a heck of a good time. Schreiber and Terrace Bay are just beehives of activity right now. It's good to see such fellowship in the face of uncertainty.

Although Terrace Bay is not having a winter carnival this year there is a lot going on- St. Patrick's Day celebrations and sports events.

It's hard to keep track of the events the Schreiber Recreation Department has going right now. There are hockey games, dances, a curling bonspiel and snowbaseball- there was even a bonfire on March 13.

This is the beauty of small communities- it's like one big family. Everyone knows everyone else and a bond is formed over the years because of that. When there is cause for celebration, everyone is celebrating with friends they've know for years.

There's a good feeling inside when you go to a dance, a hockey game, or any type of event, and you can look around a feel like you're still at home.

On the other side of the coin, when there is cause for concern, no one is alone to suffer.

This is a major plus for small communities- it's hard for a person to hide joy or depression. There is always someone there to share these emotions with.

Residents should be thankful for the closeness of their community and the fellowship of the people. You can see evidence of this at the Schreiber Winter Carnival or even as you're walking down the street. Go to the carnival and help make it a memorable one.

Finding our own way

Marathon and Red Lake are in the midst of an economic boom. Ear Falls and Nakina are going bust.

People in these failing single industry towns must cope with the stress of losing their livelihood as the community folds.

Larry Sanders and Terry MacLeod, journalists with CBQ Radio in Thunder Bay, documented the boom and bust cycle of single industry towns in Northwestern Ontario in 'Finding Our Own Way'.

Politicians and 'experts' say the North should find its own solutions. The people affected say they have tried, with little success. They would like to do more to help themselves, but government backing is needed.

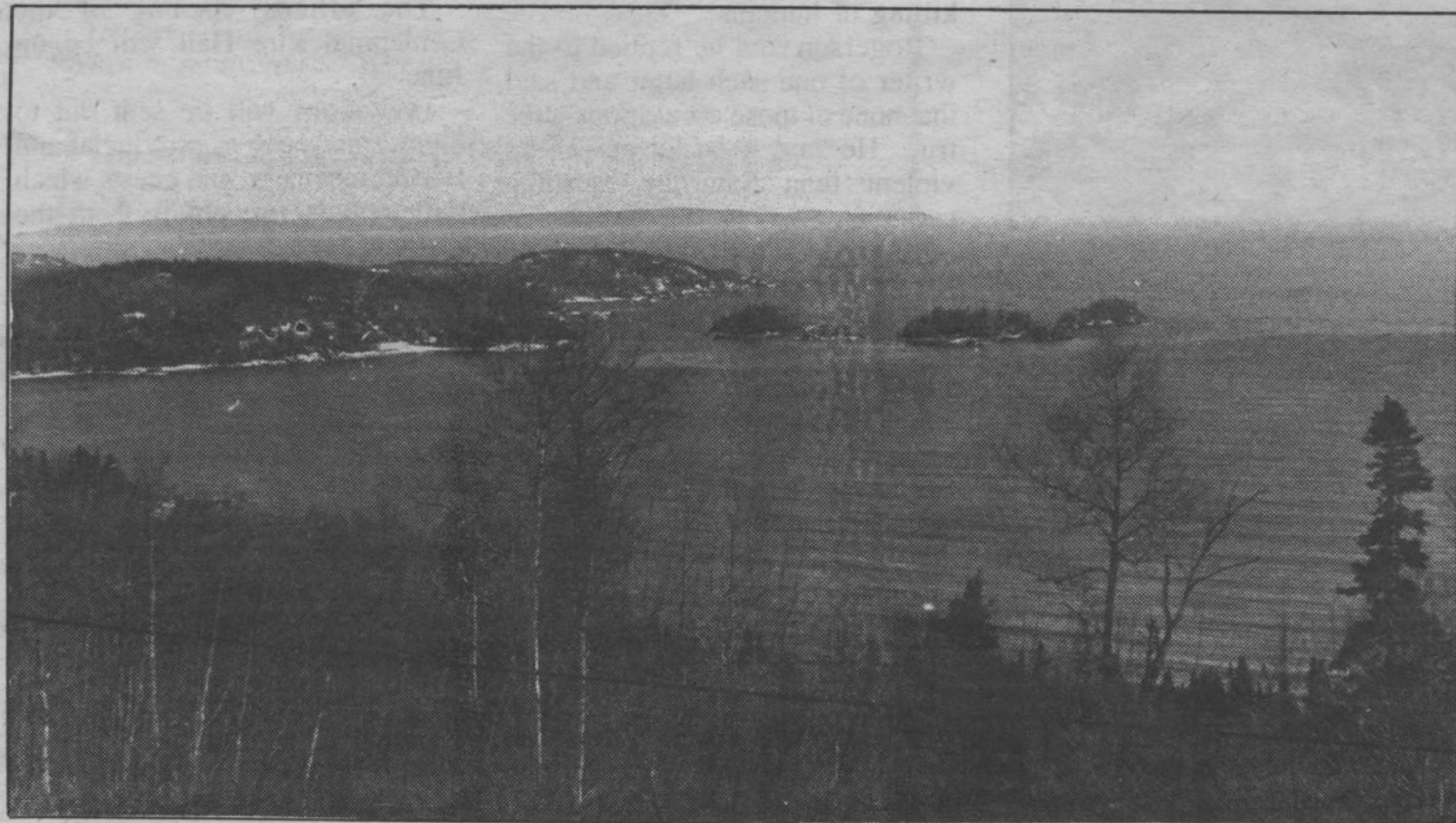
These issues are examined in 'Finding Our Own Way'. It will look at the past experience of Atikokan, Ear Falls and Nakina and the future of Marathon and Red Lake.

The people of these towns will tell us what it is like to live through the boom and cope with the bust. What has the past taught us? What are the real solutions? 'Finding Our Own Way' is about saving the single industry towns of Northwestern Ontario.

Larry Sanders is CBC News regional reporter for CBQ Radio in Thunder Bay. He has been reporting on issues affecting single industry towns for more than 10 years in Northwestern Ontario. His in-depth knowledge is reflected in this special radio program.

Terry MacLeod is a broadcast journalist on CBQ radio's morning show 'The Great Northwest'. His incisive interviewing style and desire to inform the radio listener combine to explain the plight of single industry towns.

'Finding Our Own Way' will broadcast over five days, from March 23-27, on 'The Great Northwest' morning show at 8:45 eastern-7:45 central.



Quite a Superior view

Photo by Ken Lusk

Arthur Black

Automotive trivia

By Arthur Black

Trivia time folks, and I've got a two-parter for you. The first section's easy but the second part should separate the Brainiacs from the Also-Rans. 'Nuff said. Your first challenge: identify the following: Chevrolet, Buick, Cadillac, Pontiac, Dodge, Lincoln.

A cinch, right? They're all car names, of course. Everybody knows that.

Okay, now for the hard part: Why Chevrolet, Buick, Cadillac, Pontiac, Dodge and Lincoln? Which is to say -- where do those weird names come from?

Lincoln's easy -- the name was obviously lifted from one of the American Presidents. "Pontiac" you may remember was an Indian tribal chief who fought against the British way back in the 18th century squabbles that led to the American Revolution. But for the rest? I have to confess that until I did some research I didn't know Chevrolet from Chevy Chase, or Buick from Buck Rogers.

Let me save you some midnight oil and bloodshot eyes. Herewith a few thumbnail sketches of the people behind the names that may appear on the trunk of your jalopy.

Chevrolet. The name comes from a French racing driver, Louis Chevrolet, who, back in the early 1900's, became friends with an American auto executive by the name of William Durant. Together they kicked around various ideas for car designs. Chevrolet's dream buggies were large and costly. Durant trimmed them down and ultimately produced smaller, cheaper working models -- but he decided to call them Chevrolets instead of Durants. He thought the name "had a musical sound and the romance of foreign origin."

Buick. Named after one David Dunbar Buick, a Scottish immigrant turned American manufacturer who made his name (and his first automobiles) around the turn of the century.

Dodge. Commemorates another Yankee entrepreneur by the name of

Horace Elgin Dodge, who is generally credited with building the first inexpensive (and hence widely affordable) car.

Cadillac. This one comes from the surname of a French explorer and fur trader who was a contemporary of Pontiac and who is credited with founding Detroit. Full name: Antoine de la Mothe Cadillac.

The connection between vehicles and what we call them is really quite fascinating. Some names -- Cadillac, De Soto -- honour adventurers. Others -- Mercury, Meteor, Saturn, Polaris -- take their names from celestial bodies.

We also have cars that carry the names of cats (Puma, Bobcat, Jaguar, Lynx); birds (Falcon, Skylark, Hawk); horses (Mustang, Pinto, Bronco); passions (Fury, Tempest, Blazer); and weapons (Cutlass, Le Sabre, Lancer and Dart.)

Given the sweat and the ingenuity that Madison Avenue puts into the naming of cars, I suppose its not surprising that most of the names work.

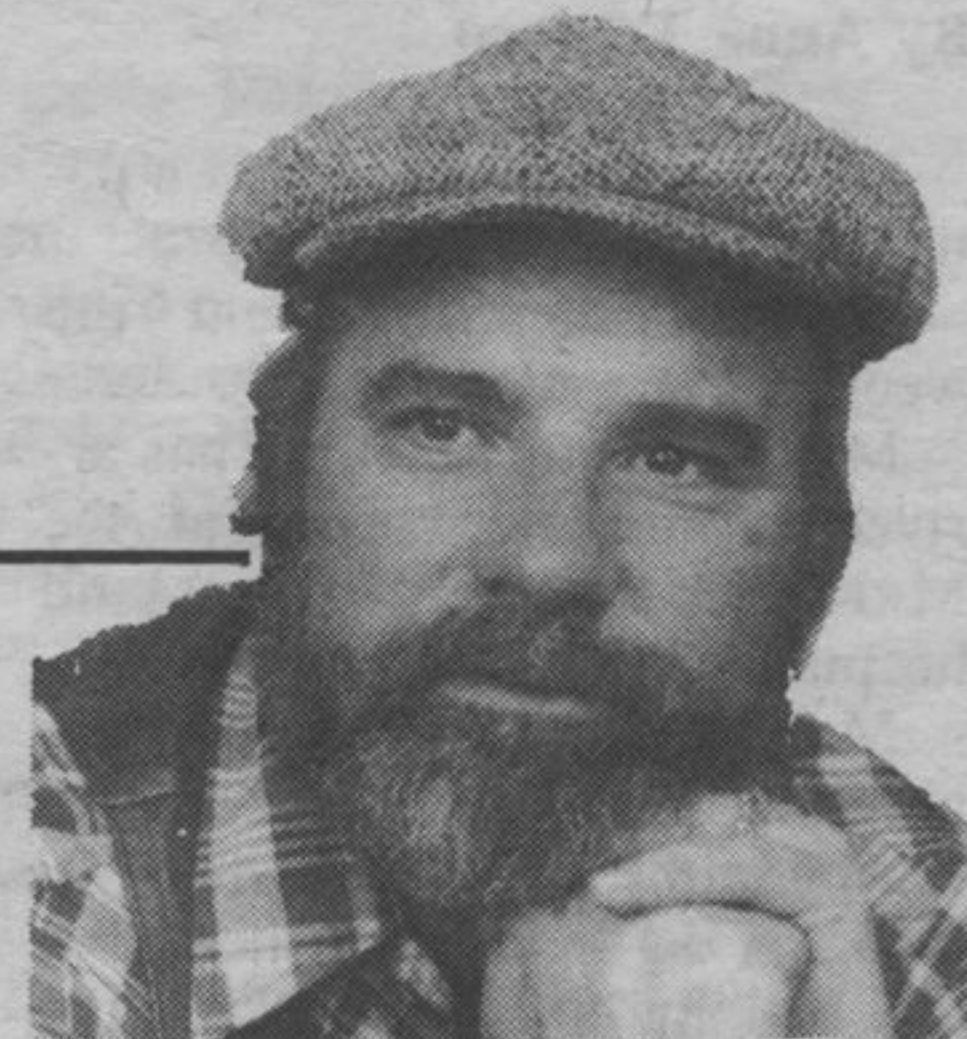
But once... every once in a glorious while... things screw up royally.

As in Chevrolet's decision to sell one of their most popular models, the Chevy Nova, in South America. GM did the usual advance marketing surveys and test runs and all the data seemed to indicate that the Nova was just what South America needed. In actual fact, when the Nova hit South America it sold like second hand kitty litter.

South Americans wouldn't touch it with a ten foot ignition key and none of the Chevy bigwigs could figure out why. The corporation was losing millions until somebody with a command of high school Spanish came along and said: "Wait a minute... in Spanish, the name 'Nova' might be mistaken for the phrase *No va*."

General Motors was trying to convince a continent to buy a car the name of which translated as "won't work."

Not that North America has a corner on the market when it comes to car name problems. A recent issue of the



Russian newspaper *Izvestia* slammed three well-known Russian car models, poetically named 'Sputnik', 'Volga' and 'Little Zephyr'. The paper reveals that for the most part, the three models neither fly, flow, nor breeze merrily along. In fact, says *Izvestia*, they are too often shoddily made pieces of junk which are next to impossible to get repaired or serviced.

Well, Russian car makers can be forgiven I suppose -- they are, after all, relative newcomers to the automotive business. But what's our excuse on this side of the water? We're supposed to be old hands at the game, but it looks like we still have a few lessons to learn when it comes to naming our cars.

For instance, I think it's been generally accepted that naming a car after its maker is a safe bet. It certainly worked for Messers Dodge, Buick, and Olds(mobile).

Not to mention Mister Ford (Henry). Obviously not a foolproof concept however.

Ask Mister Ford (Edsel).