

TERRACE BAY
SCHREIBER

News

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Tourism executive director addresses local chamber

One of the best attendance records at an Agassabon Chamber of Commerce meeting was when the executive director for the North of Superior Tourism Association spoke.

Barb McEwen addressed the many chamber members and gave them her impression of this area as a tourist attraction. It is an "impressive town, well-kept, and the industrial base is good," she said. The area has "a lot going for it; the scenery is absolutely magnificent" and lucky to be located on the Great Lakes.

Competition fierce

McEwen said that competition in the tourist industry has risen to an unparalleled amount. "The competition is head to head; consumers demand more and are very well travelled." Travellers see more (of different places) than tourist operators do she said, and for this reason, operators don't always know what tourists expect. "Tourists are repeat customers." They "go back to the same area they visited before several times in a row," she said.

Tourists in this area must "commit to quality; we live in one of the most spectacular areas. "Terrace Bay is very lucky," she said. The town has "a multitude of things going for it." People have to be willing to share, to open up the community to make people feel welcome, continued McEwen.

People have to feel they are experiencing a unique and different experience in a special place; not an experience they could have had in 101 other places. Signage in town must say welcome and also inform tourists about what they can do in that area.

Meals must be provided that are not "run of the mill"- no pun intended. Tourist operators must do their homework McEwen advised. Ask questions of visiting people; ask them what's missing and what they would like to have.

Tourists want to feel unique; they don't want to "slug it out". They like a nice cottage; they like good recreation; hiking, winter recreation, and so on, McEwen said.

Move what moves

McEwen said summer tourism is what this area has- "move what moves." Don't worry about going after business that is already elusive. "Build on the business you already have."

People must stop in Terrace Bay. Little things are the things that will start to sell, such as home cooking and friendly restaurants, said McEwen.



Study underway on Schreiber treatment plant

The Township of Schreiber is presently awaiting the result of a feasibility study that will determine whether Schreiber's existing 12-year-old sewage treatment plant should be expanded or replaced with new technology.

The present facility will not be able to handle the expected future load that will come about from town expansion.

The study may possibly be completed by late spring of 1988, said Schreiber Clerk- Treasurer Aurel Gauthier.

Whichever route is taken (expansion or new technology), tendering will not take place until late 1988 and construction would not begin until 1989.

Town expansion

What ties in with the new plant is the fact that several new subdivisions are on line for the township.

But the present sewage plant could not handle the additional subdivisions.

If the plant was upgraded in the conventional way with the addition of another treatment tank, the cost would be \$2.2 million.

If new technology was used, the

cost would be \$700,000.

"The new technology looks good," said Clerk Treasurer Gauthier.

He told the News that the Ministries of the Environment and Northern Affairs will pay 88 per cent of the cost of the project regardless of which route the township goes.

The balance of the cost of the project will be carried by the township.

Arthur Black

Historic Times

Don't get stage fright, folks, but I believe we are living through what politicians like to call Historic Times. In years to come, when we're all ancient and doddering and decrepit, younguns yet unborn will toddle up to our rocking chairs, yank the Walkperson earphones from our wrinkled skulls and shout into our earholes:

"Tell us again, Grandpaw! About the Olden Days when people set fire to little white tubes in their mouths and sucked hot smoke into their lungs."

Yessir, it's been about four centuries since Sir Walter Raleigh strolled down a gangplank onto British soil, puffing on a corn cob, thus introducing the habit of smoking to the Old World. Ever since then, most of the world New and Old had been puffing and coughing and saving its' spare change so that it could buy some

fags to puff and cough some more.

It's been a long, expensive, painful and phlegm-filled trek, but I believe that we are just about at the end of it. Mind you, I wasn't always a smoker. For the first 13 years of my life I indulged in second-hand smoke only (my Old Man was a puffer). For the next 27 years I became an active participant and smoked like the Number Four Smelter at Stelco. For the past four years I have been clean -- or as clean as you can be after you've spent a quarter of a century bathing your innards in sucked in carcinogens.

There's been a lot of changes in smoking in my time. When I started you could buy a packet of five Winchesters for seven cents. Inhaling a Winchester was like breathing in napalm, but the price was right, and we schoolkids were convinced it made us look unbearably rugged. Smoking was so innocent back

then! I can remember ads that featured movie stars and even doctors complete with white smock and stethoscopes exhorting us to 'get with it' by picking up a pack of Luckies or Export A's or Winstons.

Why, I'm so vulnerable I can remember when the Marlboro Man first rode over the horizon and onto our television screens, back in the mid-50's. The Marlboro Man -- now there was a stroke of genius! Loping into our

consciousness with his stetson pulled low and his shoulders hunched, looking like he was welded to the quarterhorse he rode...all whipcord lean and hickory brown...You mean I can look as sexy as that guy, just by smoking the right cigarette? Hey bartender! I'll have a carton of whatever the cowpoke is smoking!

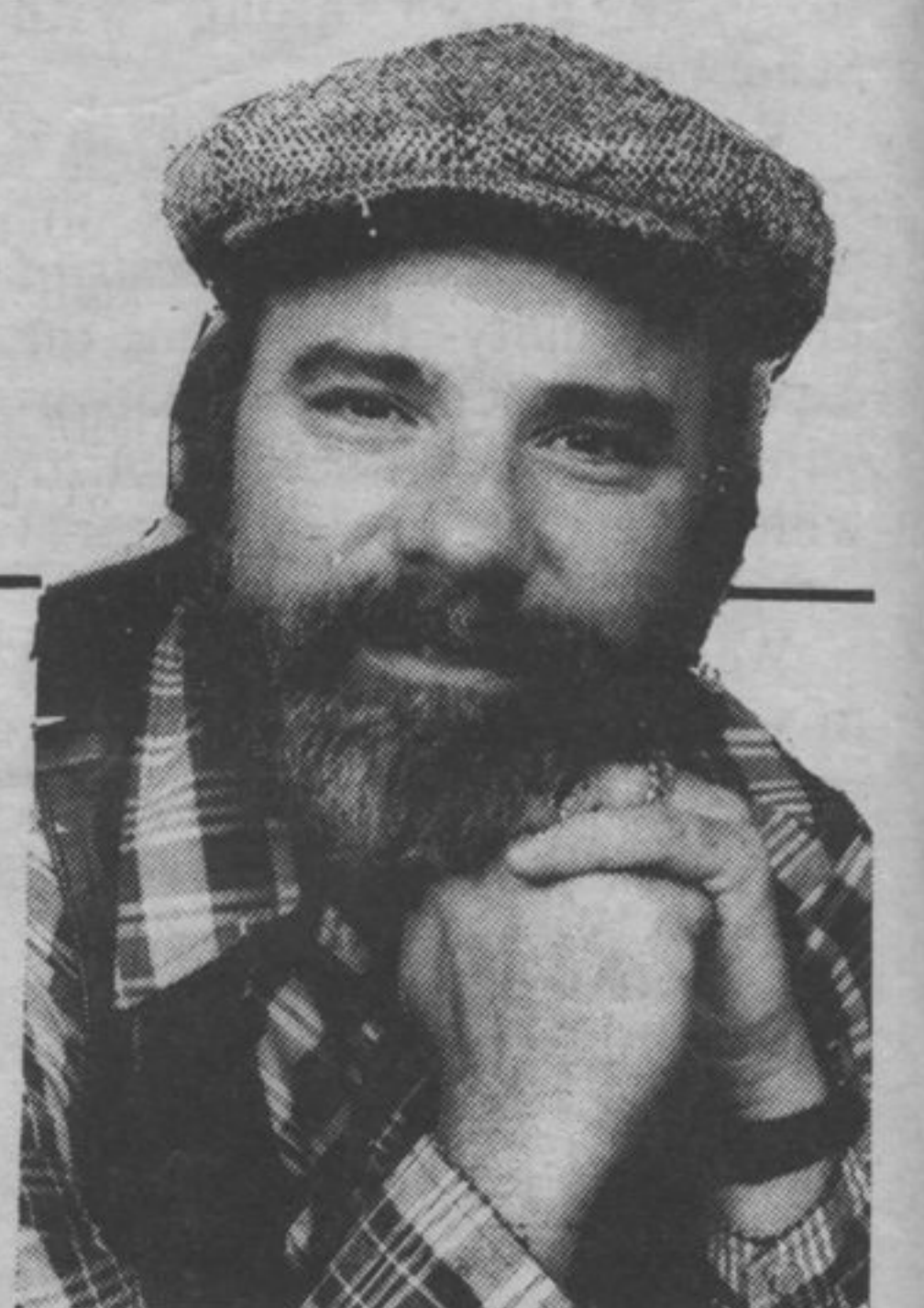
All lies. All illusion, and we nicotine addicts bought it, lock, stock and Micronite Filter.

Imagine what would happen if someone 'discovered' the cigarette today. "Gentleman, I have a glorious new product. It tastes like hell, gives you headaches and makes your eyes water. It is more addictive than heroin and causes throat cancers, lung cancer, emphysema and heart disease. It's expensive, messy, a potential fire hazard and possibly fatal to innocent bystanders. NOW what am I bid?"

Not only would cigarettes not be accepted, authorities would probably throw the discoverer in the slammer, along with the rest of the drug pushers.

But as I say, smokers are a dying breed, in more ways than one. They are finding themselves increasingly ostracized in buses, trains and airplanes.

Business are instituting smoking bans, as are restaurants and theatres. It's getting harder and harder to find fellow nicotine junkies at parties or a sympathetic cabbie who lets you light up in



the back seat. The message is as clear as it is insistent: the smoking habit is on the way out.

I predict that ashtrays will become as obsolete as spittoons in our lifetime. I'll go further. I predict that within a couple of decades at most, smoking will be little more than an historical curiosity -- an obscure history question perhaps, in the 2,010 AD edition of Trivial Pursuit. "What American President actually appeared in cigarette ads back in the mid-20th Century?" answer: Ronald Reagan, for Chesterfield cigarettes.

Speaking of trivial tobacco facts, here's one for you to file away: Whatever happened to David Millar, the actor who portrayed the original Marlboro Man?

Answer: He died in 1987. Of emphysema.