

# Perspective

by Tom Henry

Tom Henry, managing editor of Inland's Etobicoke Gazette, was editor of The Guardian when the Federal election was called.

I had an unusual experience for a journalist the other day — I was interviewed. I mean, I'm used to being the interviewer, but being the interviewee is something new.

The interviewer was doing an article he hoped to sell to a newspaper trade journal on the subject of newspapers supporting a political party in an election campaign. He knew that the Inland Publishing chain of 10 community newspapers in the Toronto area — of which The Guardian is one — had supported the Progressive Conservative Party in the just-completed Federal election campaign, and he wanted to get the views of the local editors on this policy.

I think he was fishing for dissension in the ranks when he came to talk to me and, I think, he was disappointed when he found none here.

I have been with Inland for eight years, almost from the beginning. And it is no secret that Inland is an arm of the Telegram Corporation, and that means it is part of the Bassett family. Nor is it any secret that the Bassetts have long supported the Conservatives — although when they think the party is wrong, they say so.

The Bassetts have always had a reputation for community involvement and also for being outspoken. So, with this combination, it is logical to expect the Bassetts to be deeply involved with Federal and Provincial elections.

The Toronto Telegram was always in there swinging on election issues as long as John Bassett was at the helm. And, while I didn't always agree with the paper's position, I did admire it for not being afraid to take a stand, and I was always impressed by John Bassett's personal daily involvement with the editorial stands of the paper. Knowing how busy any newspaper publisher is with the hard day-to-day financial problems of running a difficult business — and believe me, newspapering today is a hard-nosed business — it was refreshing to know that here was a publisher still very interested in the stuff that separates the ads.

Many old Telegram policies still flourish in this chain of community papers that survive the daily. And far from being least among them is the continuing concern for the quality of editorial copy in the papers.

With these Telegram traits running in the Inland papers, it was logical that the Bassetts would direct involvement in the elections. In past elections that involvement normally consisted of the running of a single editorial in support of the local Conservative candidate. However, this time, John Bassett felt the election was so important that he directed his papers to write a series of five editorials supporting the Conservatives.

There is a natural resistance on the part of any editor to directives such as this from on high. After all, the local editor and publisher think they know what is best for their community and normally set editorial policy themselves. Yet, I really had no objection to the instructions directing Conservative support in this election. After all, the Bassetts own the papers and could have directed total support of the Conservatives not only in the editorials, but also in the news columns. Unlike the electronic media, newspapers have no legal compunction to give equal coverage. But there was never even a hint that we should be anything but absolutely fair in our coverage of all parties. And, I believe, all Inland papers gave fair coverage to all parties.

The Inland chain has received criticism for taking the firm stand it did in the election campaign. But, I might also point out that in my time with Inland, editorial interference from head office has been virtually non-existent. Oh, there have been directives from time to time to write a certain editorial or run a story on something, but for the most part they have been "motherhood" issues — things such as the United Appeal or the Canadian Arthritis and Rheumatism Association — and who could have any objection to that?

Outside those areas and Federal and Provincial elections, this chain has never been guilty of sins often attributed to some other chains — the killing of news stories to protect big advertisers, etc. — and for that I am thankful to the Bassetts.

Inland has, I think, fostered a new breed of journalism in the weekly field. It has pioneered in the producing of a new breed of weekly newspaper, the suburban community newspaper. And it has encouraged its papers to be deeply involved in the community. Surely the support of a political party, whether you agree with the choice or not, is another desirable step in the process of involvement.

## Region rejects grant petition

YORK REGION — York Regional Council has refused to endorse a resolution forwarded by the City of Mississauga. The resolution was a petition to the provincial government requesting that a per capita grant be provided to municipalities for fire services on the same basis as per capita grants are now provided for police protection.

The per capita grant for police protection is now \$7.

The Engineering Committee recommended the resolution not be endorsed as, "Undoubtedly, a grant structure would also

involve qualifying criteria dictating a level of service." Commented East Gwillimbury Mayor Gladys Rolling, "I'm very concerned about this resolution. If conditional grants are handed out there would be criteria. We might have to have

full time firemen and I'm very satisfied with the volunteer fire departments."

Councillor Bob Pollock of Georgina explained he had spoken with government officials who told him that when the unconditional per capita grant was in-

creased for this year fire services, "were taken into consideration at that time."

The unconditional grant is \$9 per person. As fire fighting is the responsibility of the municipalities the resolution has been forwarded to them.

## Participation schedule

YORK REGION — The first phase of a three part regional Citizen's Participation Program is scheduled to begin next month.

The first phase is an information trailer which will tour the

municipalities. It will contain information regarding the official plan for the region. The purpose is to inform people of these planning concepts and to get feedback from citizens. The trailer will be in

Stouffville, August 30 and 31. It will be located at the Markham Agricultural Fair for three days starting October 3. According to a planning department report the purpose of the first phase is "to distribute information and generate interest in and an understanding of the major issues being dealt with in the Official Plan program."

The second and third phases will occur in 1975 and 76. They will include public meetings and planning workshops.

The estimated cost for the first phase is \$20,000, excluding staff salaries and the cost of producing official plan reports for wide distribution.

## Gas contract to Texaco

YORK REGION — York Regional Police and Engineering Department will be paying 10 cents a gallon more for gas this year than last.

York Regional Council last week accepted a tender from Texaco Canada Limited for the supply of petroleum products.

Only two companies, Texaco and B.P. Oil Limited bid on the tender.

An Engineering Committee report recommended accepting the Texaco tender as their price for gas was over two cents a gallon cheaper. Their price was 35.9 cents.

# Mr. IGA's Holiday Weekend "Meal Maker"

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3-LB. AVG. **57¢** 1b.



MEATIER ONES (8 x 2-OZ. PATTIES PER CTN.)

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DEVON RINDLESS **Sliced Side Bacon** 1-LB. PKG. **95¢**

SWIFT'S PREMIUM **Breakfast Strips** 1-LB. PKG. **99¢**

SWIFT'S PREMIUM, "OVEN ROAST" **Corned Beef** 3-LB. AVG. **\$1.59**

SWIFT'S PREMIUM VIENNA GERMAN POLISH RHINDLANDER UKRAINIAN, ITALIAN OR DUTCH **"Old World" Salsamis** 20-OZ. CHUB **\$1.69**

SWIFT'S PREMIUM MAC'N CHEESE, MOCK CHICKEN, PICKLES & SPANISH DUTCH LOAF, BOLOGNA OR GARLIC BOLOGNA **TableRite Wieners** 1-LB. PKG. **75¢**

**Sandwich Meats** 6-OZ. PKG. **35¢**

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**Smoked Picnic Shoulders** **59¢** LB.

- 9 Lives Cat Food 6.2 OZ. TIN **18¢**
- Soft Margarine KRAFT PARKAY 1 LB. **59¢**
- Liquid Detergent PALMOLIVE 74 FL. OZ. PLASTIC BIL. **77¢**
- FLAVOR CRYSTALS **Tang Orange** POLY BAG OF 4 x 3 1/4 OZ. PKGS. **89¢**
- IGA **Apple Pie** 30 OZ. SIZE 1A **59¢**
- DEMPSTER'S (4' OFF) **Scone Loaf** 24 OZ. LOAF **44¢**

**Watermelon** **99¢** each

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SALAD MONTH Summer Days are Salad Days...

SUNBLUSHED FLAVORFUL PRODUCE OF U.S.A. NO. 1 GRADE **Peaches** 3 LBS. **89¢**

PRODUCE OF REPUBLIC OF SOUTH AFRICA OUTSPAN SIZE 138'S **Navel Oranges** DOZ **69¢**

SALAD TIME LOCAL GROWN **Bunch Radish** 2 FOR **29¢**

ONTARIO GROWN CANADA NO. 1 GRADE **Cucumbers** 2 FOR **39¢**

SALAD TIME LOCAL GROWN **Green Onions** 2 FOR **29¢**

FLAMINGO **Butter Tarts** No. 2 **69¢** DOZ.

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SEE... THE GREAT LEAPS IN THE THRILLING "AIRS ABOVE THE GROUND"

SEE THE GREAT WHITE STALLIONS MADE FAMOUS BY WALT DISNEY'S "MIRACLE OF THE WHITE STALLIONS"

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SEE SUPERB HORSEMANSHIP! DAZZLING MANEUVERS! THE FABULOUS HORSE BALLET! SPECTACULAR COSSACK RIDING! A BRILLIANT ARRAY OF INTERNATIONALLY FAMOUS HORSES AND HORSEMEN! THE WORLD'S GREATEST EQUINE EXTRAVAGANZA! DON'T MISS IT!

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PARAMOUNT **Cohoe Salmon** 7x7-OZ. TIN **99¢**

IGA TABLERITE GRADE "A" (ALL WHITE) **Medium Eggs** DOZ **68¢**

IGA (ASSORTED COLORS) **Facial Tissue** PKG. OF 200 **39¢**

FRESH **CHERRIES** Available Now! 6 QT. BASKET

**FROZEN CHERRIES** 22 LB. PAIL ORDER NOW! **\$11.99** AVAILABLE

CAMPBELL'S (CREAM OF) **Mushroom Soup** 10 FL. OZ. TIN **19¢**

IGA (IN TOMATO SAUCE) **Beans with Pork** 28-FL. OZ. TIN **39¢**

MACARONI & CHEESE **Kraft Dinner** 7x7-OZ. PKG. **19¢**

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