

The Mississauga News EDITORIALS

Pleasant Valley

After the considerable effort Mississauga council has expended to assist the 127 families who live in the Pleasant Valley trailer court, it comes as a jolt to have the Mississauga planning board recommend against establishing an alternate site.

Council and the Peel County board of health have both dealt with the problems facing these people with understanding of their situation. Rezoning of the site they presently occupy is sought by the owners in order that apartments may be built there, and the existing sewage facilities available are not considered suitable by the board of health. Yet the owners of the property, council and the board of health have all tackled this problem from the standpoint that these are people, not statistics, and that there should be some place in the 110 square miles which is the Town of Mississauga in which they can be relocated.

The planners, at Council's request, have prepared a report listing six possible alternate sites, one of which is an industrial property occupied by Cooksville Brick; a part of the company's shale reserves on which council has been told it is possible a 15-to-20 year lease could be obtained. The best site of all, from the planners' viewpoint, is a 30-acre site on the southern portion of lands owned by Canadian Arsenals, not far from the present Pleasant Valley site.

Most of these people are not transients, and Pleasant Valley is a neat and well-kept community in which its residents take pride.

Nor, surely, is the Town of Mississauga so cramped for space that it cannot provide for what is an accepted type of accommodation in any large community. These aren't overnight campers; they are mobile homes, completely equipped. And the people who live in them are hardly welfare cases; they are simply people whose livelihood may involve moving from one location to another on a semi-permanent basis or people who like to be able to settle down without being tied down to ownership of a home which can't be moved if they so choose.

Council, the health board, the Department of Municipal Affairs and the owners of the land have all done their best to work out an equitable solution for the Pleasant Valley people. We suggest that the Mississauga planning board take another look at their proposal . . . from a human standpoint, this time.

Those 'bargains' aren't always

In view of a decided upswing in the number of Toronto and district firms "going out of business" the Better Business Bureau of Metropolitan Toronto offers the following:

"Going out of business," "liquidation," "Repossession," "Bankruptcy sale" and "Forced to vacate" bring a gleam to many bargain hunter's eye. The attraction of bargains offered at someone else's expense has not been lost on sharp operators who use distress sales for deception, bargains for "bait".

Frequently, "going out of business" and "liquidation" sales are coupled with unbelievable savings and discount claims which turn out to be just that — unbelievable.

A clothier featured a "going out of business" sale using claims: "save up to 75 percent" and "Cashmere coats . . . \$59."

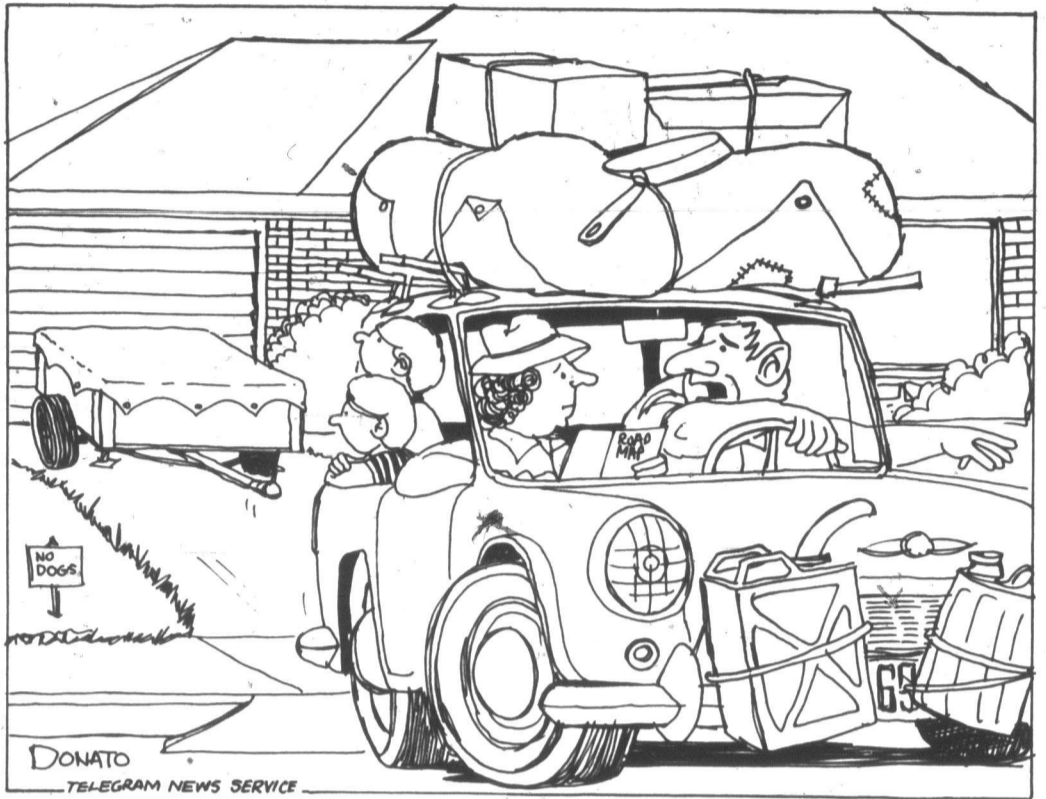
Bureau investigations disclosed labels in the "Cashmere" coats identified them as "Kash-i-mear". The label read "85 percent reprocessed cashmere, 10 percent nylon and five percent other materials." The unqualified description "Cashmere" was unwarranted and misleading.

Another type of distress appeal plays on the real or fictitious troubles of former customers whose possessions have been "repossessed" and are offered for "balance due" or "take over payments."

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EVERY YEAR WE GO CAMPING AND EVERY YEAR I GET THE FEELING THAT WE'VE FORGOT SOMETHING

It just doesn't add up

Letters To The Editor

Sir:
I am writing in regard to two unrelated items.

1. I do not agree, or rather you appear not to agree, with your election results on a poll-by-poll basis. I've enclosed a copy of a worksheet I did and as you will note, the total votes for each candidate do not agree with the official return totals given.

Also your breakdown of how many polls were won and/or tied by each candidate does not jibe. Presumably this is a result of misprints e.g. polls 182 and 183 by your re-

ports have exactly the same number of ballots per candidate and poll 13 is completely different in your issue of July 3 than it originally was in the June 26 issue.

2. I do not agree with your fixation on getting the Post Office to recog-

nize Mississauga. So what? I'm quite sure people have a much better idea, even those who don't know Toronto and Mississauga too well, of where I live when I say Malton.

The same holds true of the people who live in Cooksville, Meadowvale, etc. To my way of thinking, berating the Post Office for their slowness in zoning Mississauga is only a front by local politicians (and editors?) so that people will think they are progressive and conscientiously perform-

ing their duties in the best interests of all the townspeople.

Terry Smith
MALTON

EDITOR'S NOTE: Mr. Smith is quite right in suggesting that our poll-by-poll election results don't agree with the official returns. We used the first-reported, unofficial figures available election night in order to meet our deadlines. As to that political-journalistic front movement: good heavens, sir! We have our own troubles!

THIS WEEK and NEXT

Tale of an island

By Ray Argyle

(In the absence of Ray Argyle who is on holidays, Frank Devine of the Melbourne Herald has written a guest column. Mr. Argyle's column will return to this space next week.)

SAPPORO, Japan — Within a couple of years bauxite and nickel mined in Australia will be processed by factories in Hokkaido, the northernmost island of Japan.

The aluminium plant, in particular, will be a vast project, costing an estimated \$250 million to establish.

Hokkaido has been chosen as the site for these enterprises largely because, compared with the other islands of Japan, it has plenty of open space and free from smog and other industrial nuisances.

In short, it has the desirable qualities that could be claimed by almost every area of Australia.

Hokkaido occupies about a fifth of Japan's total area, but its population is only a little over five million.

The population has advanced by only about 500,000 in the last decade, and natural increase accounts for virtually all of it. Hokkaido officials frankly admit that more people leave the island than come to settle in it, and that most of the new settlers arrive only because they are sent by their employing companies or government departments.

It is only an hour by jet from Sapporo, Hokkaido's lovely capital, to Tokyo but that is far enough for young Hokkaido-Jin to feel left out of the feverish action of modern Japan.

It is the cold that makes Japanese steer clear of Hokkaido. Snow enfolds the island for almost half the year.

The prolonged droughts-

that plague cattlemen in their equivalent in the wicked winters that descend on Hokkaido every few years, wiping out farmers and, as recently as 10 years ago, producing conditions of near-famine on the island.

As in Australia, enthusiasm for settling and developing the north, ebbs and flows. There has been an ebb-tide for the last few years, partly as a result of the bad winter of a decade ago, during which the national government found itself heavily burdened with financial responsibility for farmers it had settled in new developments.

Nonetheless, after a few days in this land of soaring mountains, still-smoking volcanoes, thick forests in which huge and fierce bears run wild, exquisite lakes, surging rivers, broad, green pastures and almost drink-

able air, one feels the Japanese have been much more methodical and purposeful in their approach to developing their north than have Australians.

The Hokkaido Development Agency is a full-fledged government ministry, created in 1950. The minister in charge is usually a man of considerable consequence in his party, often a youngish man on the rise.

More than nine percent of Japan's public works budget is spent in Hokkaido, although it contains only five percent of the population.

Hokkaido's successful campaign to become the site for the 1972 Winter Olympics was masterminded by the national government, and is giving impetus to a huge program of road construction that will bring lasting benefit to the island.