



Bettie Bradley

Guess where I found Canada Day?

Last Saturday I went looking for Canada Day. I drove to the lake front, back to Huron Park and decided Canada Day wasn't in my home town.

Try Toronto City Hall. At last, here it was. People, signs, flags and bands about to bust loose. But I'm a Mississaugan, not a Torontonian, and I felt a little like an outsider crashing a party.

Well, I'm also an Ontarian. So off to Queen's Park where I found what I was looking for — a happy combination of Canada Day and an old-fashioned picnic.

The ministry of industry and tourism was busy distributing buttons and literature and reminding us to treat our visitors royally (notice the adverb. It never would be used in Quebec government literature).

They were reminding us that tourists bring 4.3 billion dollars to Ontario annually, it's our number two industry, tourism generates 400,000 jobs in Ontario, 20 million visitors come annually from the USA, 10 million from other provinces and one million from other countries. By all means, let's treat them very royally.

There were lovely things to be noticed at the province's picnic. All age groups and ethnic groups were on hand and all seemed happy and friendly. There were five cent hot dogs, drinks, and ten cent ice cream bars, but there was no sign of greed. The line-ups at the food booths were rarely long and never pushy. The flower gardens were respected — not a single flower seemed to be trampled and the grounds were remarkably clean.

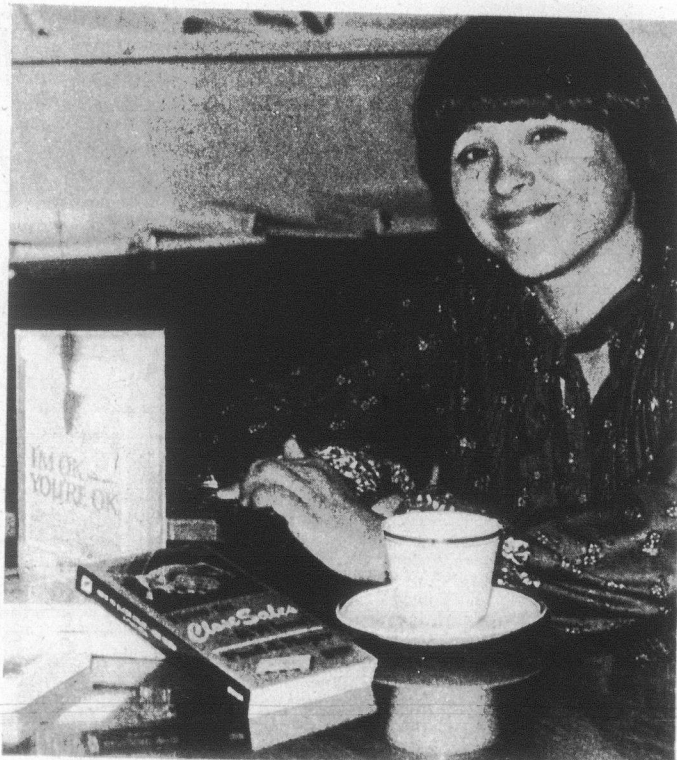
The legislature building was open, and people wandered through the building, taking time to read the historical notes and to talk to their children.

(My favorite was the framed 1837 copy of William Lyon Mackenzie's fiery challenge to the people of Upper Canada to rid themselves of the European yoke and the red-coated mercenaries).

Tour guides were on hand, and you could learn some lovely little tidbits. Did you know that the golden mace is brought to the table of the House at each sitting and no business can be conducted unless the mace is on the table — and that the crown end always points to the government side of the House?

Did you know that the original Mace of Upper Canada was stolen by the Americans when they burned York parliament buildings in 1813 and was only returned by Franklin Delano Roosevelt in 1934 in honor of Toronto's 100th anniversary?

Oh my yes. It was a nice day. Nice to take time to remember that I'm glad to be a Canadian. Nice to find so many other groups with different backgrounds re-affirming their feeling of belonging, too. Nice to have finally found Canada Day.



Listening to books instead of reading them is one of the new ideas from Canadian Training and Development Group in Mississauga. Sales promotion manager Raymonde Hudak says people don't have time to read anymore — but they have time to listen.

If people won't read maybe they'll listen

By CONNIE RAE
Times Staff Writer

A Mississauga company is in the business of selling the power of positive thinking.

Cassette tapes, or talking books, sales training and development programs and positive thinking "brief cases" (the sales person's organizer) are all under the umbrella of Canadian Training and Development Group (CTDG) a Canadian owned company on Matheson Boulevard just south of the Ramada Inn on Dixie Road.

Raymonde Hudak, sales promotion manager with the company, which combined Success Motivation Canada of Mississauga with Industrial Supervisory Institution of Toronto in 1961, says the public is ready for talking books.

Mississauga library system has bought some, primarily for use by the blind, but Hudak says it's not just the blind who can benefit for them. "So few people have time to read a book anymore" — and talking books provide the opportunity to listen to a book while you're doing other things.

All of the books are motivation-type books, some of them best-sellers and produced in Waco, Texas. CTDG sells them in Canada via its 35 distributors and puts them on consignment in local variety stores.

There are books on Transactional analysis including I'm OK . . . You're OK, The OK Boss and TA for Kids. There are tapes on family and tapes on effective sales and management such as The Greatest Salesman in the World. There's also tapes on losing weight and a tape on Listen and Stop Smoking by Dr. Robert Parrish.

Because of the nature of the tapes, Hudak says they're meant to be played over and over. If you really want to

learn something, you have to apply as many senses as possible.

For instance, if you've read the book, listening to it once — or even once a day for six days will really let it filter into your consciousness, Hudak says.

"We offer a total service to the public. Anyone fed up with what they're doing and interested in the dynamics of personal leadership is offered a means of achieving his or her goals through our books and tapes," Hudak says.

"There is a big need for this sort of thing and we have really grown over the past six months," she adds.

"We offer people tools — and these tools happen to be on tapes."

The tapes cost \$11.95 and are over-packaged to look like pocket books. But anyone who is really determined to change his life is not interested in cost, Hudak insists.

The company sells 9000 sales organizer briefcases a month at \$35 each, she says. They're filled with stories of positive thinking, and therein the value, she says.

It's mostly men that take advantage of the sales promotion kits ("there aren't that many women in management") and these are much more expensive, but Hudak doesn't want to mention price for fear of scaring people off.

The companies or individuals who are interested in bettering themselves are only interested in one thing — improving their outlook and their approach, Hudak says, "and that's what we offer."

Some Mississauga organizations who have utilized some of the company's materials are Red Devil paint brushes in Mississauga, doctors and the Ontario Flower Growers, Hudak says.

Volunteers

A week of dispensing care at crash site for Red Cross

At the end of last week, the Mississauga Red Cross were still on duty at the site of last week's plane accident at Malton.

"Volunteers worked around the clock, in six-hour shifts," said Margaret Leslie, emergency and disaster chairman.

By the end of the week, The Red Cross was dispensing salt pills along with band-aids to the men dismantling the plane who were reeling from the intense heat inside the plane as well as the odor from the cargo of rotting lobster.

When the Red Cross volunteers arrived at the scene on the morning of the accident, they planned to make hot coffee and food available, but there were no electrical facilities. They approached the Cara Inn, who promptly offered to donate urns of coffee. The Air Canada canteen service provided the food and the Red Cross headquarters tent was provided by and erected on the site by the Army Ordnance Corp.

The volunteers stayed on 24-hour duty to help both the survivors and the rescue workers and were then asked to extend their stay for almost a week to look after

those who were dismantling the plane.

Brig. Gen. G. F. Westhead, chairman of the Ontario division of The Red Cross and Ken McBride, director of emergency services of the Ontario division, stayed on stand-by in case their help was needed. Both North Peel and North York Red Cross volunteers pitched in last Thursday and Peel Regional Police were most cooperative," said Margaret Leslie.

The work of The Red Cross at the scene of a disaster is very specific. "We accept the responsibility of feeding, clothing, shelter, registration and enquiry information of all victims, transportation, first aid, and reunion with families. Getting families together is important, because in the confusion following any mishap, relatives and family often get misdirected," said Margaret Leslie.

"People respond when help is needed," said Muriel McDonagh, public relations director. "We were holding a blood donor clinic at the Canadian Legion the day of the accident and we had more than 100 more donors than usual. A total of 189 people donated their blood that day."

Metrospan publisher retires



Community newspapers have a significant role to play, especially in the suburbs, says former Times publisher Vince MacMillan, who is retiring from the newspaper business.

"Community newspapers grabbed me pretty fast specifically because of that potential for involvement," says the Mississauga resident who has owned or published the Etobicoke Advertiser-Guardian for nearly 28 years. "They have been, and I believe always will be, able to fill the void left in the suburbs by the metropolitan dailies."

The Nova Scotia-born MacMillan was the publisher of The Times from 1974 to 1976. He had sold his highly successful Etobicoke operation to the Toronto Star, which also owns The Times, in 1972. At that time he became the first chairman of the board of Metrospan Community Newspapers Limited, a Star subsidiary which operates a chain of suburban community papers around Toronto.

Many things have changed since he began his career with newspapers in 1937 as an advertising sales representative with the Halifax Herald.

MacMillan says people are too dependent on government to do things for them. He also is critical of the increased mobility of many residents, fostered by apartment living. "If they don't like something, they just pick up and move rather than sticking around to work for change," he feels. "Our job is tougher now because of that. But community newspapers are needed more than ever to help the community get what it wants."

The retiring publisher, and his wife, Jean, who have four children, have lived in Mississauga for several years.

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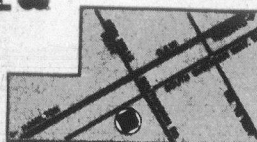
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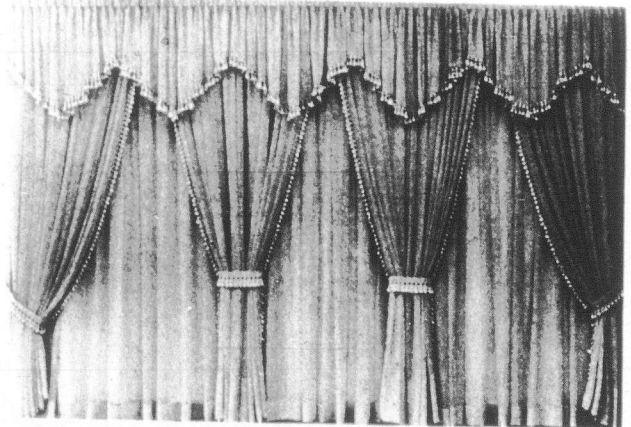
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