

WESTERN GYPSUM LIMITED ANNOUNCEMENT



Mr. H. S. Garrioch
Mr. Nigel W. Puttock, President, Western Gypsum Limited is pleased to announce the appointment of Mr. H. S. Garrioch as Plant Manager, Toronto Branch. Mr. Garrioch was previously plant Manager, Winnipeg Branch.



Wayne and Shuster have accepted their first commercial assignment as advertising and marketing spokesman for British-American Oil which changes its name to Gulf Oil Jan. 1. Here, with company president Charles Hay, they try on Gulf service station caps for size.



BUSINESS WISDOM
Stop and think
from Solomon (Mike)

A threat to launch a biological warfare campaign against Mississauga could hardly have erupted into so much confusion and emotional outburst as had the Department of Transport's Malton Airport proposal to keep up with the times.

It began with facts, facts which are rapidly losing meaning as emotion bludgeons in. Suddenly, the word "airport" has become a dirty word in Mississauga as confusion sets in.

Has the age of reason come and gone? Have we reverted to mob rule?

Has anyone stopped to really consider the economic aspects of the proposed \$300 million expansion scheme?

Noise, pollution and safety — all hazy incalculables — are not the only factors involved here.

The project is designed to cope with the ever-increasing needs of modern-day facilities. The present Malton Airport terminal is already handling over four million passengers a year and is being used to full capacity in that respect.

Forecasts indicate that traffic will grow to 14 million by 1980 and 19 million by 1985, with an expectation of 25 million passengers annually by the turn of the century.

A rapid rate of growth is also expected for air cargo — from the present 40,000 annual tons, to a forecast 1985 figure of 1,160,000 tons.

There are but two alternatives the Department of Transport is faced with. Expand Malton Airport — the most logical, but not necessarily the best — and build a second airport elsewhere.

ECONOMIC BOOST

Economically the expansion of the airport would give Mississauga the biggest shot in the arm and the best boost imaginable to this rapidly-growing town.

In 1967 the Federal Government forked out \$700,000 to Mississauga as a grant in lieu of assessment taxes for the airport. This year — the bill has not yet been paid — it will undoubtedly be even more. How much more would the major expansion bring in?

If the expansion went ahead based on present proposals employment (direct, indirect and induced) would rise from the present level of 48,227 to an estimated 144,155. It is estimated by the department that wages and salaries for these employees would top \$936,000,000. The present level is around the \$300 million mark.

A lot of that money would be spent in Mississauga, which would also benefit considerably from increased federal grants assessment-wise.

The estimated 1968 retail sales figure from airport personnel is \$166 million. The major expansion as proposed would net us something like \$483 million.

Facts like these should not be entirely ignored when consideration is given to the airport scheme. Talking of facts, let's get things right when we argue other angles about the expansion.

FACT OR FICTION?

Representatives of The Society for Aircraft Noise Abatement have been creating considerable alarm about the whole deal. A few swift sorties across the Etobicoke Creek, a few more verbal salvos in the right places and a retreat seems to be the order of the campaign.

Thousands of Mississaugans have been told at public meetings the department has said there is no alternative but to expand Malton Airport, and that it has no other sites in mind for the scheme.

The department has in fact gone to the lengths of selecting over 20 possible sites for a new airport, in half a dozen regions of Ontario. Four of five "particularly suitable" areas in which an airport could be located have been determined.

No one has said the expansion *must* go on at Malton. Dealing with that aspect, the department said final selection of the area could be determined only after further investigation with the province and the municipalities concerned.

People are also being told — and many believing — that as far as the scheme is concerned the department and airport officials couldn't care less about pollution in the area, and that no studies have been in this regard at Malton. There's an intensive study under way at the airport right now. It has been under way since the department's expansion proposal was first announced.

Let's use our heads before we lose them.

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