

# Editorial page

The Mississauga Times,  
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## Coming of age

Harold Shipp and his gang of 40 volunteers have taken the four-year-old city of Mississauga excitingly close to maturity with their 1978 birthday celebrations.

The three-day festival over the weekend can be declared a popular — if not a financial success — and like a youth studying the mirror for the first traces of skin blemishes, citizens of Mississauga can now feel a growing awareness of themselves as a maturing municipality.

Fritterfest '78 will probably be known by tomorrow's residents as Mississauga's coming-out party.

The blemishes — the still overwhelming lack of self-concept this city possesses — will fade and a stronger adult will develop. But first there will be more growing pains, and the three-day event we call Fritterfest can be the measure of the city's maturity.

As one company deeply involved in this year's party from the beginning, we can only praise Shipp, the 40 volunteer committee-members and the other hundreds of unsung corporate and private heroes who made the festival a success. We feel we can also offer some constructive suggestions.

The organization was superb. The variety and locations of activities were first-rate, although the Saturday afternoon rock concert should be held in the central Port Credit Park site, not across Lakeshore Rd. as was the case this year.

Port Credit and Square One are ideal locations for the main events. But perhaps the city's other founding municipality, Streetsville, should be included as a site — the Oldtimers' hockey game, which drew an overflow crowd to the Port Credit arena Saturday night, would find more spectator space in Streetsville's arena.

The salmon-fry, which was scrapped part way through the preparations because organizers feared negative feedback from those conscious of the chemical pollution present in lake fish, should remain off the list of activities. Two other events that should be incorporated right into the weekend are the senior and junior Queen selections. Miss Mississauga, who was chosen a week ago but didn't ride in the parade, should be chosen the Friday night before the parade. Mrs. Sauga, the senior citizen who makes the best fritters, should be chosen also on the Friday and she and the finalists be asked to fry up their best during the outdoor celebrations Saturday.

Those are two women we would like to see more deeply involved in the festivities. There are some other people we would like to see out of it — namely political candidates. Don Blenkarn, the Progressive Conservative candidate for federal office in Mississauga South, cheapened the parade by his presence in it. And if bed race organizers allow candidates for municipal office into their event it could become a political free-for-all.

The most important advice we offer next year's organizers is to go big. Now that the festival has caught on — an estimated 50,000 to 60,000 people attended — it's time to sink more money into promotion, especially media spots in Metro to attract people from everywhere; and more money will be needed for such items as bleachers in Port Credit Park to hold larger crowds.

Harold Shipp has promised his guidance for next year's festival. Terrific. And we hope the other 40 volunteers will return — and start plans immediately. Let's not bother the municipal government for deeper involvement — the glory of Fritterfest '78 was that it reflected an increased love by ordinary Mississaugans for their city. The volunteer participation is a key to success.

Keep the Fritterfest name — it will catch on and is a theme that can be expanded upon.

And the money? Programs sold as programs for \$1 each will never make the festival pay for itself. But if the ticket for a draw (fantastic prizes — trips all over the world) were on the front cover and the items sold as lottery tickets, sales would skyrocket.

The festival must pay for itself. But this year, if it turns out the \$25,000 borrowed by the committee from the city can't be repaid from receipts, perhaps our city fathers could lay a few cents on each taxpayer to cover the losses.

Next year, the kid pays his own way.

## Expense & ex-Spence

**Rah!** To regional council we extend our thanks for displaying more than a token expression of fiscal responsibility. They had laid out about \$9.8 million for a new police headquarters and when consultants came in with a \$11.5 million proposal, they sent the consultants back to trim off \$1.7 million. Among those who don't qualify for hurrahs is Mississauga Mayor Ron Searle, who approves of the \$11.5 million project that would include a 350-square-foot office complete with private washroom for the chief.

**Boo!** To city Councillor Fred Hooper we offer sympathy along with this week's Wrongheadedness Award for his desire to rid the municipal election scene of "fringe, nuisance candidates who force the spending of large amounts of money on an election." Hooper wants all candidates to post a \$1,000 bond which they stand to lose if they fail to win 20 per cent of the vote. We agree there are frivolous candidates. However, we dread even more there being only rich, frivolous candidates.

**Boo!** To the absence of Mary Helen Spence from the municipal political scene we offer a minute's silence. No member of council has served constituents with such heartfelt concern.



## People

Maybe a stint with a high school cross-country team would do wonders.

Peel girls' high school basketball coaches have suggested games officials "be in good physical condition" for the 1978 season.

Coaches will use any excuse to prove the ref wasn't on top of the play.

The recreation and parks department recommended to general committee this week that funds be reallocated within its budget to demolish old sewage-treatment plants in Erindale Park, Streetsville Memorial Park and Malton's Wildwood Park.

That raised a natural question in the mind of Councillor Hazel McCallion who wanted to know how the department can still find the \$50,000 for the work in such a supposedly tight fiscal year. Ward 8 Councillor Frank Leavers had the answer. It's obvious, he said, that the money for removal of the old sewage treatment tanks, which are a safety hazard, was stashed away in a "sludge fund."

The following notice was found on the windshield of a car in Mississauga:

This is not a ticket, but if it were within my power, you would receive two. Because of your bull-headed, inconsiderate, feeble attempt at parking, you have taken enough room for a 20-mule team, two elephants, one goat and a safari of pygmies from the African interior.

The reason for giving you this is so that in future you may think of someone else other than yourself.

Besides I don't like domineering, egotistical or simple-minded drivers and you probably fit into one of these categories.

I sign off wishing you an early transmission failure (on the expressway at about 4:30 p.m.). Also may the fleas of a thousand camels infest your armpits.

The notice wasn't signed.

Fathers are always the last to know. Ward 8 Council

**LIBRARIANS ARE NOVEL LOVERS**

Now you know

candidate Jim Murray has been considering standing for some time for election, but he wanted to ensure that the decision was his alone.

He didn't want anybody saying that he was riding on the coattails of dear old dad, former town of Mississauga mayor and city of Mississauga councillor, Chic Murray.

The elder Murray had to find out about Jim's plans from friends. When he asked his son whether it was true he was considering running, Jim admitted it, but quickly added that he'd prefer not to have any free advice from his father.

Chic was last seen wandering around muttering that he hopes Robert Young never gets wind of this.

Did we goof.

Woodlands Rams junior football team had the last laugh when they defeated Cawthra Park Panthers 14-13 in the first game of the high school season.

The Times sports department, in its wisdom, picked the Panthers to win their division. The Rams? Well... the good sports picked them for last place.

To make matters worse, The Times school athlete of the week was Richard Rodrigues of the Rams.

Cyclos Theatre, formerly of Toronto and now stationed in Mississauga, took some friendly jabs at our city's councillors at a recent press reception officially announcing the company's move.

In a skit, *How To Interview an Actor*, artistic director Tom O'Hanley asked the question:

"What is the most rewarding area of theatre arts?" "Politics!" was the actors' resounding reply.

Overhead on a GO train:

Woman With Hat: "I've been in Mississauga for two months and I still can't find downtown."

Woman With Glasses: "Isn't it by the lake?"

WWH: "It can't be. We were there a while ago, but there were hardly any stores."

WWG: "I really don't know where it is. We usually go to Sherway."

Our eavesdropping reporter was about to help the two when he realized that he didn't know the answer to the question, either.

Anyone knowing the whereabouts of downtown Mississauga is urged to send the answer to: WHERE IS IT?, c/o The Mississauga Times, 2300 South Sheridan Way, Mississauga, L5J 2M4.