

MONTREAL EXODUS

Is Mayor Jean Drapeau coming too?

A plan designed to lure "frightened" businessmen from Montreal to Mississauga bringing their businesses with them, was received by town council's general committee last week. Propaganda is the

name of the game... or giving Mississauga a boost.

"Head offices in Montreal are scared and want to get out," Rick Banks, creative director of Brampton's Charters Publishing Co., told com-

mittee.

He said the city's top businessmen were frightened and worried about their prospects in the face of growing separatism.

Mr. Banks said a propaganda campaign aimed

mainly at Montreal's 2,500 top business executives could pay off with good dividends.

"I think the majority, particularly these Canadian-based American owned companies, want to get out of Montreal," he added.

UTOPIA?

He suggested flooding the offices of senior executives in the city with magazines depicting Mississauga as the best place to go.

Mr. Banks said if Mississauga used the right weapon it could tempt the Montrealers into locating here.

And the weapon? Taken right from the propaganda armoury of Montreal itself — a colour magazine.

Mr. Banks said the town ought, too, to aim some propaganda at its residents via monthly brochures or bulletins sent out with Hydro bills.

His plan, amounting to an estimated \$30,000 is also aimed at the town's schoolchildren. He suggests giving each one a booklet describing the town and every facet of its life from industry to culture.

NEW TOWN

"Mississauga is a new town with a high proportion of new people, new

industry and a spectacular rate of growth," he added.

"These factors have combined to obliterate the old Township of Toronto image, but have not yet produced a discernable image for the town."

"Consequently, Mississauga is something of an unknown quantity, both to its residents and to outsiders — and this constitutes an obstacle to progress."

Mr. Banks continued: "Citizens who don't know their town cannot have a lively participative interest in it and the way it is run. The usual turn-out of voters is an indication of the current level of apathy."

Mr. Banks said outsiders — including industry, business and government departments — were "equally unsure" of the

town and what it had to offer them.

"Other, better-known municipalities will get their prior consideration," he added.

He said the rising generation of school children should be made aware of the community, its history and future.

"Pride in community is an essential ingredient of good citizenship — and we are all anxious to raise good citizens."

"However, it is difficult to be proud of your community if you don't know anything about it."



Saturday's Lorne Park parade was one of the times Mississauga's Fire Dept. pulled its vintage fire engine out of moth balls. The colorful procession was sponsored by Bolton, Ellis and Weaver on behalf of the Lorne Park shopping center merchants for the past 15 years.



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