



NEWS

TORONTO'S OLDEST COMMUNITY NEWSPAPER
315 Dundas St. East (All Saints Church)
Toronto M5A 2A2 Phone: 363-9650

VOLUME 9, NUMBER 16 DECEMBER 16, 1978

FREE
TAKE ONE



Santa Claus, alias Saul Wayne, turned conductor on Saturday at the corner of Carlton and Parliament, and he wasn't directing traffic. Pausing occasionally to greet friends, Santa led a nine-piece ensemble from the Earls Court Citadel Salvation Army Band in an hour-long concert of Christmas music.

Over the Christmas season a number of musical presentations will take place in the Parliament Street area. On Saturday December 16 watch for the Cabbagetown Strollers, and the Contact School Christmas Festival with games for kids. On Monday, Tuesday and Thursday (December 18, 19 and 21) Sprucecourt School will host a carol sing at Gerrard and Parliament. And on Thursday and Friday December 21 and 22 you'll hear a group of carollers from McPhail residence touring Parliament Street, 4:30 to 5:30 p.m.

Photo by Cherry Hassard

Parents demand new Frankland

A petition is being circulated around the Frankland School community to impress upon the Provincial Department of Education that this community has been patient for many years regarding the delays surrounding our new school and we want an answer now. Look for this petition in our neighbouring stores and at the school. We need signatures of all people, not just parents. Following is a short recital of what has been happening and exactly what we are fighting for.

The Frankland School Community has been asking, negotiating and fighting for a new school for the past 10 years. The money has been allocated from all levels of

government except the provincial Department of Education and the new minister Dr. Bette Stephenson is questioning the need for a new school.

Frankland is falling apart. It has gone beyond the point of being repaired. If a new school is not built and the present one closed there is only room in two neighbouring schools, Blake and Withrow, for 100 students each. This still leaves 430 pupils without a classroom. Even when the new school is built we'll still be living with portables since the school will be built for a population of only 520 students.

Not only will we lose our community sense which the school holds together, we will also lose the proposed Community Centre which will be built into the new school. This money from the Department of Recreation has been budgeted and sitting in a bank account for the past 2 years.

This Community Centre will contain various craft rooms including pottery rooms with kilns, meeting rooms, a learner swimming pool and gyms. These facilities will be available for not only Frankland and the surrounding schools but also to the whole community during the day and evening. There will be full time staff present to assist in all areas of interest as well as ramps and easy access for Senior Citizens.

However, without a new school this area will lose this desperately needed facility. The Department of Recreation will only build as a wing on the school; they will not buy their own land.

This whole area from Jones to Broadview, north and south of the Danforth is without any of these facilities. We need a new school; the community needs a Community Centre. Help us by signing the petition. Help us get a Community Centre for the whole community.

Riverdale plan moving ahead

The South Riverdale N.I.P. Steering Committee has discussed staff changes for the area and selected a new Development Officer. Ed Kothringer had worked for 2-1/2 years in the Kensington N.I.P. area and briefly in South Riverdale before accepting this new position. The main priorities for the N.I.P. program now are to design and open a community centre at the Old Post Office and to provide park space where there is a lack

The Old Post Office at Queen and Saulters Streets is a three-storey building with 15,000 square feet of usable space. At present, only the first floor is occupied by groups like Vandalism Alert, the Riverdale Tool and Toy Post — Child-Parent Drop-in and the N.I.P. Site Office. The idea is to provide better services and programs to the Riverdale Community by renovating the building as a mini City Hall or multi-service centre. A budget of \$650,000 is available to improve the building. The greatest need right now is for thoughtful and creative suggestions from residents about what programs, services, or facilities they want to see brought into the area. Some space could be held aside to help new or growing community groups.

Over the past 2-1/2 years, there has also been a lot of discussion about the need for more or improved park space. Some residents feel the park space now provided is too small, too far away from their homes, or not very well equipped. Others, especially people south of Queen Street and in the Dundas Street-Broadview Avenue corner think there is nothing at all that fills their recreational needs. There is potentially several hundred thousand dollars to answer these complaints. Again, what is needed most is new ideas from people living in South Riverdale to help the N.I.P. Committee make changes.

Ed can be reached by phone at 461-6311 or by writing or visiting the N.I.P. Office at 765 Queen Street East. With this much money at stake, everyone is welcome to contribute their suggestions or simply to tell us what they cannot get now that they think is needed in this area. Planning is starting now and both committees will be reporting to the next N.I.P. Public Meeting on Monday December 11, at 7:30 p.m. at 765 Queen Street East. Any resident is welcome to attend

Dried-up turkey time — again

By HOWARD HUGGETT

Christmas is a time for giving, but all too often you find instead of helping the needy you are helping the greedy. A couple of weeks ago the food industry told us that turkeys were going to be quite expensive this season, and they were selling for as high as \$1.48 a pound in a nearby supermarket. Since that time they have been coming down, and just recently the bigger birds were going for just below \$1.00 a pound. That's an encouraging development, but it remains to be seen whether prices don't rise again as Christmas approaches.

What usually happens when the price of some food article rises too high is that consumers switch to other items that can be used instead. However, there is a tradition that at Christmas time you must have a turkey, and if the food industry tries to charge fancy prices for gobblers this year they will be counting on that custom to keep us paying. Maybe this is an opportune time to think about turkeys and why we "have to have them."

When the first settlers came to this continent from Europe the Christmas festivities of their homelands did not usually feature turkeys. They were more likely to provide something like suckling pig. But here in North America there were large flocks of wild turkeys, and no doubt it did not take the settlers long to find out how they tasted. As a matter of fact, in those days the wild birds were so plentiful that they became a nuisance around the barnyards. Presumably our ancestors squandered this source of food in the same wasteful manner they employed with other resources.

At any rate, a lot of us can recall

when turkey was a Christmas treat, something that you might not taste for the rest of the year. However, in recent times the poultry industry

has become very modern and efficient, and both chickens and turkeys are now as readily available as other meat, and at competitive prices.

As to whether the big birds are still a treat, that's a matter of opinion. Of late years I have noticed that the Christmas turkey often comes out of the oven lacking in flavour and decidedly on the dry side, and that includes the so-called "butter-ball" bird. That's probably due to the way the poultry industry is run, with too much emphasis on producing the maximum volume of turkey from a given quantity of feed. After all, the continual deterioration of quality is an all-too-common story in many industries.

Another factor in this situation is that too many people insist on buying a bird that is as big as the turkey that Ebenezer Scrooge bought on Christmas morning for his nephew, Bob Cratchit. By the time it is all devoured the cook has run out of ways to serve it up, and everyone is glad to see the last of it. In my experience, it tastes best in a casserole, but then so do lots of other meats.

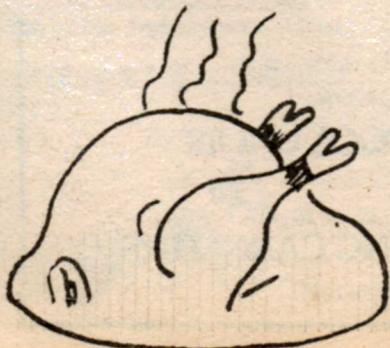
Besides, there is always that awkward matter of who gets the drumsticks. They usually go to the dinner guests, if there are any. Someday the food industry may come up with a multi-legged turkey, and solve this problem. In the meantime, you can but chicken legs for about \$1.00 a pound and everybody gets a drumstick! They don't take too long to cook, and you can get the whole works into dishes or pots and keep it moist with sauce, or soup or gravy.

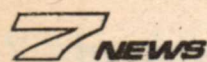
No doubt most people will follow custom and stay with turkey. If they hold off buying until the last minute they may get a bird at a fair price.

Tony gobbler feels fine now but...



on Xmas somebody else will be feeling him.





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Small businesses ignored in recent federal budget

Congratulations to Howard Huggett for his insightful article on the recently announced federal budget. Clearly, it is one that has not concerned itself greatly with the difficulties of the low wage earners.

There is, however, another matter of equal importance that Howard did not discuss. The budget proposes to disallow the low tax rate for those types of small corporations that earn what is labelled "service income".

The intent of this change is to close a loophole for doctors and lawyers who supposedly gave themselves tax breaks through the formation of personal service corporations. But in reality, rulings by the Department of National Revenue over the past few years minimized the tax advantage of such schemes, to the extent, that I, and many other chartered accountants have come to recommend against it from the point of view of simple dollars and cents. The authors of the

budget are clearly fighting something that is of small consequence.

The major real effect of the change will be to prevent the accumulation of venture capital by young professionals who are still enterprising enough to want to start their own businesses, which is something the government is anxious to encourage. The most typical example of this is a young professional engineer, a client of mine, who has taken over a bankrupt business and is financing it through the consulting income he earns with his personal corporation. Denying him the low tax rate brings the entire project into jeopardy.

The most incredible part of this is that the low tax rate is not a permanent gift to those in business, but rather a deferral only, as long as the money is used to finance a business enterprise. The full rate of tax is payable as soon as the money is diverted to personal use. It is this temporary deferral that the government is trying to deny professionals, while proclaiming loudly that they want to encourage the development of small business.

Roomers remembered

It's Christmas time — for many a time of joy, but for our people a time of loneliness. Around them they see material wealth, loving families and laden tables. They return to their isolated rooms to contemplate empty cupboards and suicidal thoughts. Christmas is a time of celebration for those of us who are surrounded by emotional and material comfort.

We would like to appeal to those of you who love and care for your fellow man/woman, and could help us make this season enjoyable for the single displaced persons we work with at the Rooming House Tenant Project. It is on behalf of these people that we appeal to you for donations: food, warm clothing, (especially boots, coats, socks and mittens, for both men and women), money, linens, (warm blankets, sheets, towels), and volunteer drivers to help us pick up and distribute donations. We need anything and everything — no donation is too small.

Thank you for listening,
Sincerely,
Margaret Butler,
Chris Freypons,
Community Workers
Rooming House Project.

John S. Paloc C.A.

7 News gets thanks

The 90th Anniversary Service of St. John's Presbyterian Church on November 19th, was very successful. Many friends and former members joined with the present members to enjoy a very inspiring message by our guest minister the Rev. DeCourcy H. Rayner, D.D., and the special music provided by the organist and choir, and several members of the 48th Highlanders Military Band.

We would like to express our special appreciation to "Seven News" for the publicity given to St. John's Church and our Anniversary Service, in the article printed in the November 19th issue of your paper. It is very encouraging to know that local organizations and churches such as ours have access to such a community-minded newspaper.

Thank you so very much.

D.H. Nichol
Clerk of Session

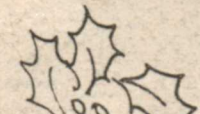
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CHRISTMAS IN CABBAGETOWN

Saturday, December 16 - afternoon
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CONTACT SCHOOL FESTIVAL

Cabbagetown strollers

Cabbagetown bizarre flea market

December 18, 19, 21 - 1:30 - 2 p.m.

Parliament at Gerrard

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December 21, 22 - 4:30 - 5:30 p.m.

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Health clinic plans forums

At the Nov. 23 Annual Meeting of the South Riverdale Community Health Centre, the membership decided to expand the boundaries in which to offer health care. From the Don Valley to Coxwell, the area now extends from the Lakeshore north to Danforth.

Publicizing its expansion, the health centre offered a free Blood Pressure Clinic on Dec. 12 at Gerrard Square. Many Xmas shoppers stopped for a few minutes to have their blood pressure checked.

A person with high blood pressure may have no symptoms, so the condition might continue unnoticed for years. The mobile clinic, however, can measure it simply by a short test. Once detected, diet or medication can decrease the risk of heart attacks, kidney failure and strokes. More clinics, with a nurse and nutritionist, will be advertised for 1979.

On Dec. 13, the health centre continued its series of block meetings. Residents of Winnifred Ave. met to discuss the effects of pollution in their area. Government

information available at the meeting claimed there is no danger, based on regular testing in the area.

Scepticism was strong enough among people living on the block, however, that the residents will attempt to involve more of their neighbours to discuss pollution more comprehensively in the new year.

On another level, some patients at the centre are homosexual in inclination but have had trouble

talking to anyone about it. John Argue, one of the community workers, is gay and available to answer questions from anyone in the area interested in health concerns of particular relevance to gay people.

Marilyn Walsh, Lynn Kenton, or John Argue may be reached at 461-3577.

Speak your mind

We have been experimenting a bit with the design of the paper in recent issues and we would like your comments. Two specific things we would like comments on are the different typestyles that we have been using in the paper. Which do you prefer, the style used in the last issue, or the style used in this issue? We have also changed the format of the community calendar. Before, it was arranged only by dates. Now, it is organized by category, although within each category, items are arranged by date. Which do you prefer? Call the office to let us know your preference (363-9650) or drop us a line.

See you in '79

This is the last issue of 7 News until the new year. As we do every year, we will be skipping one issue over the holiday season to give the distributors, writers, and everyone else a little break. The office will be open until December 21 (but only part-time: please call back if you don't get through the first time), and will re-open on January 2. The next issue will be published on January 13; deadline for copy and ads is Monday January 8. See you in the new year!



If it's a real treemake it last

You can help make sure your holiday season is a happy one by making it a safe one. Here is a check list of things to remember to prevent accidents from happening.

1. Be sure your Christmas tree is standing in water to keep it from drying out too quickly.
2. Make sure your tree lights are in good condition and that their cords aren't frayed.
3. When you trim the tree, don't climb on stools or chairs, use a good, sturdy ladder.

4. Don't use flammable articles for decorations.

5. Keep the tree a safe distance from your fireplace, and be sure the fireplace is screened to prevent danger from flying sparks.

6. Be sure small children don't eat the berries, leaves or flowers of Christmas plants such as holly, Jerusalem cherry, mistletoe and poinsettia. They can cause digestive upset, intestinal irritation or vomiting.

New food co-op setting up shop

Bain Ave. Food Co-op is alive and well and living at 5 The Aberdeens. Once again the good people of Bain Ave. Co-op have taken advantage of their co-operative situation to tackle the problem of providing another necessity of life at cost, to eliminate even more middle men who drain our precious dollars.

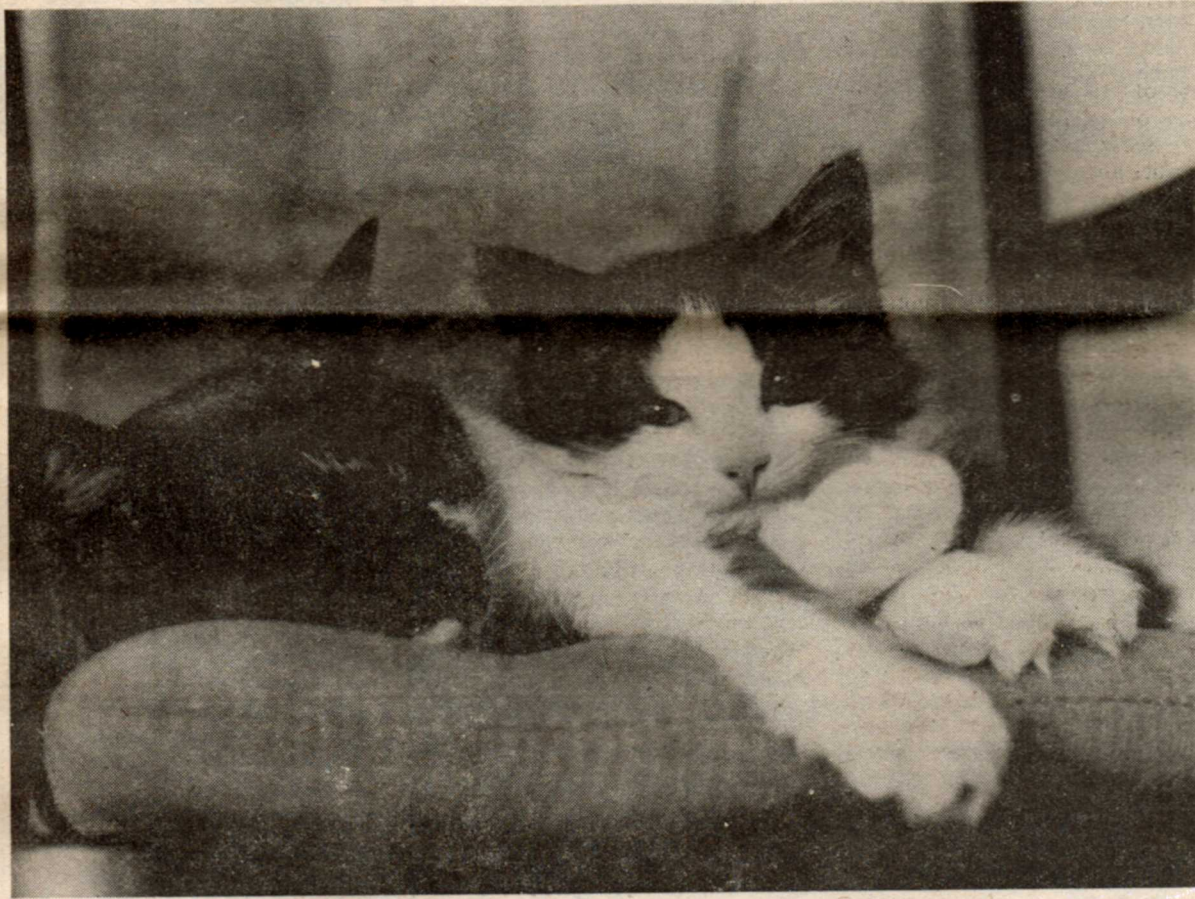
Hooray — united we stand — united as consumers — to save ourselves money in these times of galloping inflation. Bain Ave. Co-op residents did not just sit around watching crazily rising prices turn food into a luxury. They acted and as a co-operative everyone pitched in.

The umbrella group — the Bain Ave. Housing Co-op has lent its indispensable support with an apartment rent free for three years. The residents at large have magnificently pitched in to make the food co-op dream a reality. We bought equipment at very good prices. We had a successful membership drive. We are now renovating the space and preparing to "set up shop."

We will be open for business in January.

Want to help: Contact Marilyn Tinsley, 465-3259.

Want to join: contact Joan Hutton, 465-5268.



Some people have all the luck. A full belly, a soft chair beside a crackling fire. Oh well — maybe next year. Photo by Thom Corbett

FOCUS ON INJURED WORKERS

Thursday December 28 7p.m.

Host: Phil Biggin

Guests: U.I.W. Lawyer, Brian Iler
Alderman Alan Sparrow

Channel 10 ROGERS CABLE TV

NEIGHBOURHOOD INFORMATION POST

265 Gerrard Street East
will re-open on
January 8, 1979

for information or to contact

Phone: 863-0505

Sorry for the inconvenience — see you in 1979

Merry Christmas
&
A Happy New Year

Jim Renwick, MPP
Riverdale



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ENTERTAINMENT

Holiday fun for Kids (of all ages)

By SETH BORTS

This Christmas there will be many area happenings that kids — both big and small — will enjoy.

At the Young Peoples' Theatre, on 165 Front St. W., a play called Jacob will be playing from Dec. 16-Jan. 7. A musical, Jacob is the story of a boy who discovers the "terrifying" secret of a hooded fang, and proves that a small boy with courage, and sharp eyes can over come even the scariest of villains. The story is adapted from the best selling children's story by Mordecai

Upstairs, in YPT's Nathan Cohen Studio, there will be two programs. In the morning, between

Dec. 26-30th, at 11:00 a.m. Lam-poon Puppet Theatre will come to life. Their program is called "animals And Make-Believe". Lam-poon is an award-winning com-

Theatre

pany, and do a series of skits about a monkey, a squirrel, and a seal and an elephant with familiar music.

Also, in the afternoons, at 3:00 p.m., the Dancemakers will perform a program called "Make

Music — Make Dance". Members of the audience will help them to put together their dance, which should be a lot of fun for the future choreographers in the crowd. You'll find the Dancemakers living up to their name, between Dec. 26-30th.

The National Tap Dance Company of Canada, will be hoofing their way into your hearts this Christmas season, with their second major production, "The Tin Soldier". It'll be at the Town Hall, and the St. Lawrence Centre, from Dec. 19-Jan. 1. Based on the Hans Christian-Anderson classic The

Steadfast Tin Soldier, and is a family show. Interestingly enough, this show features, at one point, a rat on roller skates. Apparently, the person who plays the roll-out rat had to learn to tap dance on roller skates. This musical should be fun for tap dance fans, and all interested, with matinee and evening performances.

Finally, might I wish all my friends in Ward Seven, a very Merry Christmas, and a Happy New Year. Another year has passed, but may the new one be dramatically good, in the theatrical sense.

Tom Robinson speaks against racism

By THOM CORBETT

"If music can ease even a tiny fraction of the prejudice and intolerance in this world, then it's worth trying . . . And if we fail, if we all get swallowed up by big biznis before we achieve a thing, then we'll havta face the scorn of tomorrow's generation." — Tom Robinson

The Tom Robinson Band, probably the best group to come out of Britain since The Beatles, practice what they preach — and preach they do. But, if "message music" isn't your idea of listening entertainment, TRB also backs up their message with some of the hardest driving rock on the music scene today.

But first of all, the message. TRB was formed during a massive wave of "Paki-bashing" and other racist attacks against minorities in late 1976 and early 1977. One of the major stimulants to these and today's acts of racism in Britain, as indeed in other western countries including Canada, evolves around the high unemployment level which many whites wrongly blame on "foreigners taking our jobs."

In an effort to stem racism and at the same time inform rock loving audiences who was really behind their economic plight, musicians

such as Tom Robinson formed a loosely knit organization called Rock Against Racism. Realizing that youth unemployment running at 50% and higher was "a disaster looking for a place to happen", socially conscious musicians knew where their weapon — rock music — had to be aimed.

Music

Since its formation in January 1977, the four members of TRB have left their cult following beginnings to emerge as a major spokesman against racism. At the same time, their first, and only album — a two piece set on the Capitol label — offers hope not only for victims of racist attacks but also for the millions of people in a rich western world who go to bed at night with empty bellies.

Every ill known to exist in our capitalist system, from inflation to suppression of women and gays is chronicled in TRB's album *Power In The Darkness*. In the song, "Up Against The Wall," TRB warns their listeners about the rise of "facism" which is gaining popularity in the west although many of

its followers downplay such a movement by referring to it as "a shift to the right." TRB cautions us all to "read the writing on the wall," as right-wing politicians take a sharp knife to social welfare legislation which helps make the injustice of our economic system a little more bearable.

In "Long Hot Summer," the band points out the two-faced attitude many of us have towards sexual assaults. While people are quick to condemn acts of homosexuality, women who fall victim to unwanted sexual attention and attacks are blamed for "asking for it." TRB, in another song — "Right on Sister" — praises the women's movement and acknowledges that the only way women are to be accepted as equal partners in society is to fight for their rights.

The whole underlying theme of TRB's album evolves around the fact that social justice doesn't just happen, we all have to fight for it. In "Ain't Gonna Take It", TRB calls on their listeners to take a stand.

*Sisters and brothers, what have we done
we're fighting each other now
instead of the front*

*we better get it together
there's big trouble to come
the odds are against us
by about 20 to 1 . . . **

TRB also shows scorn for "fence sitters" who talk about social problems but are either too afraid or lazy to take a stand. In "Better Decide Which Side You're On", the band once again warns us about the "shift to the right" and its resulting push to blame the poor for being poor. TRB hammers home the fact that unless a radically different stand is taken, pretty soon it will be too late.

*Better decide which side you're on
the ship goes down before too long
if left is right and right is wrong
you better decide which side you're on . . .*

*copyright 1978 Capitol Records, Inc.



WINTER IN CANADA

Big fluffy snowflakes whirling, twirling, floating to blanket the earth

Covering your eyelids so you see only white

Covering the housetops wires and light poles fences and steps everything, everywhere

Watch trees and bushes waiting to be hidden

See cats and dogs cringe and curl up (one paw in mid-air)

Streets become slushy you slip and you slide

Traffic moves slowly windshields covered with snow are useless you peer out (silently cursing) from inside the car

Children are ecstatic squirming, jumping with glee lifting arms and faces to catch and capture the pretty flakes

But, alas, they melt as soon as they fall their shapes dissolve into nothingness as you watch

Soon you are wet you begin to shiver and hurry inside nose pressed 'gainst the pane you watch and wait

The earth has changed (a wonderous sight) you smile now snug and warm protected, secure

And then the snow stops the whole world seems still quiet hushed

Children are bundled into snowsuits, boots and mittens jumping and laughing they roll on the ground visions of angels, snowmen toboggan or sled tomorrow

For the snow will harden it cannot remain soft snowballs will appear from mischievous hands and you must duck or be hit

It is winter in Canada short days, often sunless long night, bitterly cold

And the wind fierce and biting lashing around you cheeks turn rosy and crimson they glow

Bundled in clothes many layers thick you think of down south then stop and sigh (the thought is too painful)

You resign yourself slowly to long winter months until spring bursts forth some far distant morn



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COMMUNITY CALENDAR

CHRISTMAS

Woodgreen Community Centre is having a Christmas **Dance** on Saturday December 16 from 7:30 p.m. to 1:00 a.m. at 835 Queen St. E., with a disc jockey playing all the favourites. Admission is \$3.50 per person, \$6.00 per couple. For information call the centre at 461-1168.

The Danforth Library at 701 Pape Ave. invites everyone to a Christmas **Party** at 2:00 p.m. on Saturday December 16.

The Riverdale Library, 370 Broadview Ave., invites you to make **Christmas cards** at 2:00 p.m. on Saturday December 16.

A Cabbagetown **Christmas Festival** will be presented on Saturday December 16 by the students of Contact School in the Parliament Street area. Starting after lunch, the students' show will include The Contact Travelling Show of mime and music entertaining customers in the shops; the Contact Carollers, wandering the streets and singing out of doors; simple games for kiddies, and the Cabbagetown Bizarre flea market (the latter activities at 529 Parliament St.) The Cabbagetown Strollers will also strut their dixie-land beat on the streets.

St. Luke's United Church, corner of Carlton and Sherbourne, is having a **morning worship** from 10:30 to 1:00 on December 17.

Also on Sunday, December 17, the Sunday school of St. Peter's Anglican Church, 190 Carlton St., will present its **Christmas play**, "No Room in the Inn", during the 11 a.m. service. On December 24, at St. Peter's, there will be a regular service at 9 and 11 with the 11 o'clock service being the festival of 9 carols. The organist John Gardhonn will lead an ensemble in this feature service. At 11:30 p.m., there will be a traditional Christmas Eve communion service.

Harbourfront is teaming up with the National Film Board to present **A Christmas Celebration** at York Quay Centre, 235 Queen's Quay West, on Sunday December 17 from 1:00 to 4:30 p.m. A mime troupe will perform comic skits, the NFB will present three films, and the Toronto Ukrainian Ilarion Dance Ensemble will perform. Admission is free. Call 364-5665 for further information.

There will be **Christmas Carol singing**

sponsored by the Christian Leadership Council at the Bleecker Street apartments of St. Jamestown on Thursday December 21 at 7 p.m. and in Regent Park on December 20 at 6:30 p.m.

On Saturday December 16 at 7:30 p.m. there will be a **Christmas Dance** for all ages at the 200 Wellesley building. The cost is 50¢ per person.

The Sprucecourt school choir will **sing carols** in the park at Gerrard and Parliament from 1:30 to 2:00 p.m. on Monday, Tuesday, and Thursday of next week (December 18, 19, and 21.) They will also perform on brass instruments.

The MacPhail Carollers will **carol up and down Parliament Street** from 4:30 to 5:30 p.m. on December 21 and 22. Santa will also be in attendance.

Join the Gentlemen and Boys of St. Simon's Choir in their traditional **Christmas singalong**. The choir, led by choirmaster Edgar Hansen, will be accompanied by organist John Tuttle and a brass quintet. Tickets are \$5 for adults and \$3 for children. On Saturday December 23 at 4 p.m. at St. Simon's, 525 Bloor St. East. Call 485-4301.

You are invited to St. Paul's Church, 227 Bloor St. East, on Christmas Day. We will be hosting our 11th **annual Christmas Dinner** and entertainment for those who are lonely, newcomers to the city, senior citizens, and those who will have to spend Christmas alone. Entertainment will commence at 12 noon and a traditional Christmas Dinner will be served at 2:00 p.m. The warmest of welcomes await you at St. Paul's. All you have to do is phone the Church office at 961-8116 between the hours of 9 a.m. and 5 p.m. Monday through Friday.

Todmorden Mills, 67 Pottery Rd., in the Don River Valley, is decorated to represent the Christmas celebration of a **Toronto past**. Tours are given by costumed residents. Tuesday to Friday, 10 a.m. to 4 p.m., Weekends, 11 a.m. to 4:30 p.m. Adults 75¢, seniors and children (13 & under) 50¢.

Harbourfront is having a variety of Christmas events throughout the rest of December. For information concerning them, call Harbourfront at 364-7127.

The Danforth Library (701 Pape) and Riverdale Library (Gerrard & Broadview) are

both having a variety of Christmas events, especially for kids. For details, call the Danforth Library at 465-1221 or the Riverdale Library at 466-0776.

You are invited to a Christmas Eve **Agape** at All Saints Church (Dundas & Sherbourne) at 6:30 p.m. on Sunday December 24. There will be communion with carols and refreshments. Also, on Christmas Day, there will be a Family Service at 11 a.m.

The second annual Christmas Window Dressing Contest is underway in the Parliament-Carlton Street Area, the contest offers a \$100 first prize, \$75 second prize, \$50 third prize and 10 consolation prizes.

Two "secret" judges will patrol the streets, unknown to merchants, and judge the windows on the basis of how they appear to the general public viewing them from the sidewalk. Judging will be completed by this weekend and winners will be announced shortly.

FESTIVALS, BAZAARS, CELEBRATIONS

The Regent Park Ham Radio and CB Club is having a **parade** on Saturday December 16 at 11 a.m. The parade goes down Regent Street, along Shuter, up River, along Gerrard, down Parliament, along Dundas, and back along Regent. Call 861-1483 for more information. There will be a **dance** at St. Cyril's on January 6 sponsored by the same group, from 7:30 to midnight. Tickets are \$3.00; there will be refreshments and a bar. Call 861-1483.

MEETINGS AND POLITICAL

The **St. Luke's forum** meets at 2:30 p.m. every Sunday at St. Luke's Church, 353 Sherbourne St. (at Carlton). On December 17, the speaker will be Ernie Edmondson speaking on Morocco. On December 24, it will be Rev. Robert Lindsey. All welcome.

The annual meeting of the Cabbagetown Business Improvement Area will be held on Wednesday, December 27 at The Parson's Nose, 438 Parliament Street, starting at 6 p.m.

Presentation of prizes in the Christmas Window Dressing Contest will be made, and

a new Board of Management will be elected. All members welcome.

EDUCATIONAL

From a Different Perspective is a Radio program heard on CJRT-FM (91.1) on Mondays at 7:00 p.m. On December 18, the program features Jim Moore of UNISEF talking about his work in West Africa. The interview is followed by news from Kenya. On December 25, the topic is Christmas... seen from a different perspective.

There will be a Christmas surprise on the **speakers' hour** at Contact School, 310 Gerrard St. East, on December 19 at 9:50 to 10:50 a.m. On January 9, at the same time, the speaker will be Ted Wolshyn, the Q107 morning DJ.

The **Union of Injured Workers** will be hosting a series of programs on Rogers Cable TV (Channel 10) during the next several months. The program will focus on the situation of injured workers as well as matters dealing with health and safety in the workplace. The first program will be aired on Thursday December 28 at 7 p.m. Future programs can be seen every fourth Thursday.

ENTERTAINMENT

The **Thursday Noon Recital** at St. Paul's Church, 227 Bloor St. East, will feature Michael Bloss on December 21, and Michael Leach on December 28.

Theatre Second Floor 86 Parliament St. is presenting **Action**, a one-act play until December 23, Wednesdays through Mondays. Call 364-4025 for reservations and information.

For more **entertainment listings**, see Seth Borts' write-up on Christmas presentations for young and old on the Entertainment page, page 4.

Community Calendar is a free community service. If you have something you'd like to go into the calendar, call 7 News at 363-9650 or bring or mail it in.

7 News needs one or more volunteers to do all or part of the community calendar. What's involved is one or two hours of work every second Monday. If you're interested in helping to keep the community informed, give us a call at 363-9650.

NEWS BRIEFS

886 fewer teachers next year?

According to a report prepared for the Metropolitan Toronto School Board, there will be 886 fewer teachers in the schools of Metro Toronto next year. The report forecasts that about 425 teachers will leave through retirement or resignation, and that these will not be replaced, and it says that another 450 teachers will be fired. The City of Toronto is expected to lose 113 teaching jobs. Menno Vorster, the President of the Toronto Teachers' Federation, said the cuts would be the "death knell" for a number of programs. The proposed firings and reductions are sure to be a matter of political battles on the Toronto Board of Education, where a majority of trustees were elected to oppose any further cutbacks, and in the communities, where groups of parents, students, and teachers are organizing against provincial government attacks on education spending.

Local manager testifies at corruption hearing

The manager of a local hardware store, Stephen Litowitz of Queen Hardware and Lumber at Queen and Parliament, has testified that he gave a benefit worth \$300 to a city building inspector who promised to "alter his report" on the construction of

lumber sheds at one of the company's two locations. Litowitz told the court that he gave the inspector, Edward Chapman, who is charged with municipal corruption and extortion, new tools and cash totalling \$300 in value. According to Litowitz, he had been told that the company's new sheds were in violation of the building code, but that the inspector would alter his report "for a sum of money". The trial continues.

Crombie gets shadow post

David Crombie has been given a post in the Progressive Conservative "shadow cabinet" by opposition leader Joe Clark. Crombie, the former Toronto mayor who became Rose-dale MP in the October 16 by-election has been put in charge of producing a party policy on the "voluntary sector" — church groups, service clubs, charitable organizations, and the like. The posting is considered a rather Mickey Mouse job for Crombie, who is considered to be a likely candidate for a senior cabinet job in an eventual Tory cabinet, and who is widely seen as a possible successor to Joe Clark if Clark fails to win the next election.

Tory blames victims

Progressive Conservative MPP Gordon Walker has called for compulsory labour for "80 per cent of the 175,000 welfare recipients" in Ontario. Critics of his proposal,

such as NDPer Ross McClellan, have noted that Walker is in fact demanding compulsory labour for the handicapped, those too sick to work, single mothers with children, as well as compulsory child labour. Over 50 per cent of the general welfare assistance caseload consists of people who are unemployable and their children and other dependents. According to the government itself, at most 30,000 welfare recipients are able to work. Many of these are people who are ineligible for unemployment insurance and who are unable to find a job. Walker's proposal of compulsory labour for even this group (about 16 per cent of the total recipients) conflicts directly with the oft-repeated refrain of the Unemployment Insurance Commission that "looking for a job is a full-time job in itself". It is already government policy that employable adults on welfare are required to accept any available work or be cut off. Critics also attacked Walker's suggestion that the compulsory work program for prison inmates be the model for a forced-work program for welfare recipients. Asks McClellan, "Is poverty a crime?" For the Gordon Walkers, the answer seems to be yes.

Bread price rise condemned

The Toronto Council of the Congress of Canadian Women has condemned the decision of the Trudeau government to cancel its subsidy on wheat flour, which will cause the

price of a loaf of bread to go up by up to 12¢ a loaf. The Council disputes the government's claim that cutting the subsidy will fight inflation. It notes that a slice of bread will now cost more than two cents. "How will that fight inflation?" it asks, and goes on to say that it "will cut into the diet of working people and those on fixed incomes. Bread is the main substitute in their daily diet, for many it is the main staple because meat, fruit and vegetables including other staple food stuffs have skyrocketed in price almost beyond the reach of the average Canadian family." The council notes that the "government says nothing about cutbacks in subsidies to the multi-national corporations such as INCO."

No wiretaps refused

Figures now available regarding police wiretapping in Ontario over the last year show that the requirement that wiretaps be authorized by a judge hasn't cramped police style too much. Every application made by police to instal a wiretap was approved by the judge to whom the application was made. Not one of the 222 requests was denied. At the same time, the number of wiretaps went up by 34 per cent. Nevertheless, the government has relaxed the regulations even further, so it is expected that wiretaps will again increase substantially in the present year.

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 After school care and lunch for 7 year old boy in Withrow School district
 call 864-1004 and ask for Barbara

Soaring prices boost food industry profits

By Mario Cutajar

The second of two articles on the food industry

Marketing And Advertising

According to studies cited by John Warnock in **The Food Industry In Canada**, since World War II the number of items carried by the average-sized supermarkets has risen from 3,000 to 8,000. This means that the average shopper passes by 300 in one minute making-price-comparison shopping next to impossible and brand identification the basis of choice.

Even customers with a relatively good knowledge of prices could not remember more than 5 per cent of the prices from their last trip to the supermarket.

Together with the concentration of the food industry this makes price competition impossible.

Even if price competition were possible, however, the proliferation of food items (product differentiation) would keep prices high through the sheer cost of developing "new" products, advertising and promoting them.

In 1965 (the year of the study) it cost \$345,000 just to bring a "new" product to the market idea stage. For a "distinctly new product" it cost \$1.8 million to carry it through one year of advertising. For an "innovative product" it cost \$750,000 to introduce it and about \$5.7 million to carry it through one year of marketing. Imagine the costs involved when a firm like Loblaws receives 54 new items per week.

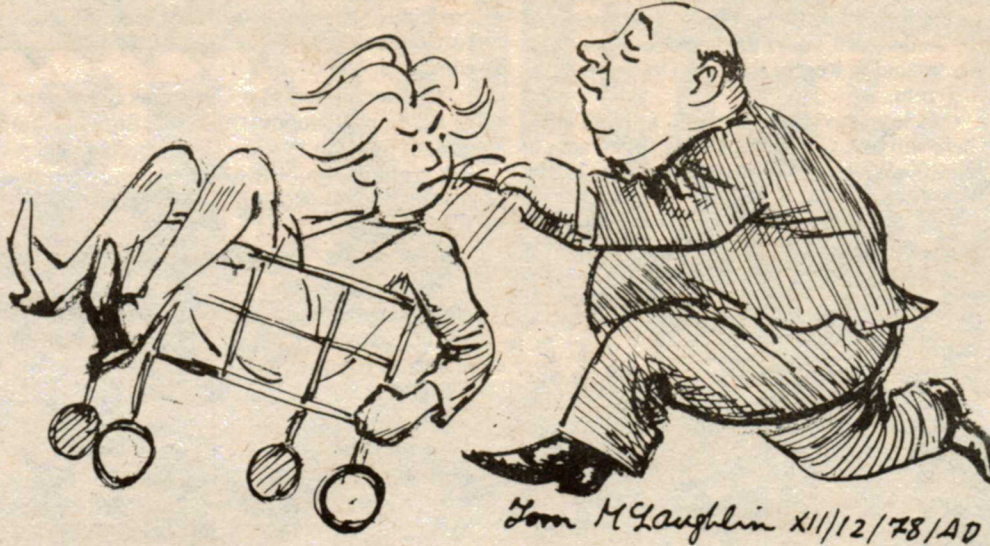
Most of this money is a total waste: eighty per cent of all new products are minor modifications of products already on the market. The extra cost that the customer incurs is simply as direct contribution to the various advertising and marketing agencies.

The advertising costs are even more staggering. Between 1950 and 1964, advertising went up by 300 per cent to \$1,400 million. In 1974, the 72 major food producers in Canada spent \$100 million on advertising. Of these firms, 22 are in the top 50 advertisers in the country.

Advertising is only the beginning. Food companies have to spend a lot of money to promote their products inside the stores. Getting privileged eye-level shelf-space, for example costs the industry \$300 million a year. An end-of-aisle display in Dominion stores cost \$9,000. Then there are volume discounts, cash discounts and kickbacks. So huge is the promotion business that in 1972 Steinberg's received \$12.7 million for promotion and discounts — more money than Steinberg's profits that year.

This massive drain of money into advertising has two effects. First it increases the cost to the consumer. Secondly, it drives the smaller stores out of business because they are unable to handle the quantities that bring in discount and promotion money. It is another case of the small subsidizing the big.

Product differentiation is big money. In fact the only firms to experience an increase in their profit margins (profits as a percentage of sales) were those with high product



differentiation. For these firms gross profit margins had increased from 5.5 per cent in 1947 to 21.4 per cent in 1962.

American Domination

An investigation of corporate power in Canada inevitably becomes an investigation of American corporate power.

In 1972 foreign ownership in the food and beverage industry amounted to 27 per cent of sales, 31 per cent of assets, 33 per cent of taxable income and 30 per cent of profits. These figures are misleading however. The power of the foreign corporations is in fact out of proportion to their size. A more illuminating statistic is that of the top 72 firms in Canada no less than 47 are foreign-owned. And these 47 account for half the total sales of the top 72. Moreover all foreign-owned firms are branch plants. This gives them the same muscle as their parent conglomerates. Not only do they offer the whole range of products produced by their much larger parent but they also market and advertise at a national level, something most Canadian companies are unable to do. As a result the deceptively small branch plants can often take on and beat larger Canadian competitors. In recent years firms like Clark Soups, Red Path Industries, and Maple Leaf Mills have passed into foreign hands. American firms have been known to expand into Canada after being prevented from doing so in the States.

American firms view Canada as just an extension of the American market. The absence of any quotas or significant tariffs on food imports into Canada means that the parent company can plan on a continental basis. This kind of planning is reflected on the low expenditure on research and development inside Canada. The food industry despite it being the largest employer in manufacturing is the second lowest in the proportion of employees who are scientists or engineers. The bulk of the research and development is done in the States.

Likewise the bulk of the advertising money is spent in the States. With 75 per cent of the Canadian population living within 100 miles of the US border American firms in Canada are

able to rely on what is known as "overflow" advertising. The amount of money spent on advertising in Canada is in fact deceiving since the branch plants rely on the advertising paid for the parent back home.

The Role of Government

All the facts cited in this article are available to the government. In fact the government is the source of most of the data. In short the Canadian government has long been aware of why Canadians are required to pay ever-increasing prices for food. The government has also been aware that the farmers are getting a raw deal. They know because they are the ones that hand out the subsidies that keep the farmers supplying cheap produce to the conglomerates.

From this standpoint alone the government is as guilty as the corporate giants. But government collaboration with the corporations goes further. It is simply not a refusal to alleviate the problem. The government has actively helped the corporations. The most blatant example of this is the "cheap food" policy itself. But there are also other ways.

In New Brunswick farmers are not only prevented from bargaining collectively — a right the corporations by virtue of their size already possess — but the federal Potato Action Committee has warned farmers that the current "oligopolistic system" is the shape of things to come and that there's no point in resisting it.

Corporations can always pass on costs. Consumers cannot. The only way that working people can keep up is through wage increases. But the government was not content with simply allowing the giants to get fatter. It proceeded to attack wages as prices were left totally uncontrolled. Workers thus found themselves producing goods they could no longer afford. Meanwhile the employers, with the blessing of the government, were extorting record profits from the helpless consumers.

Now it's the public service workers that have been singled out for attack. In short the government never finds it difficult to prevent working-people from keeping up with the

soaring cost of living. The interests of the corporate elite, however, are another matter. When it comes to those government always claims to be powerless. Price increases, we are warned, are inevitable.

But nothing is inevitable in itself. It is people who make it so. What it boils down to is this: corporations exist to make the highest profits possible. In order to do this they must minimize costs and push prices as high as they'll go. The government plays a key role at both ends. It leaves prices uncontrolled and at the same time spreads costs over the whole of the community. It suppresses wage increases and subsidizes with taxpayers money (80 per cent of taxes come from individuals rather than corporations) the low-cost production of food. Profits are kept private, costs are made social. Or to put it more simply, we pay they profit. The government and big business far from being antagonists require each other.

The minimum Canadians can demand is that they be allowed to keep abreast of prices.

The struggle against the socialization of corporate costs is in the interest of all those who are currently made to pay these costs: the farmers, the workers in the food and beverage industry, taxpayers and consumers.

The next time somebody goes on strike consider what other choice they had. Just think about the price of food for instance...

Sources:

- John W. Warnock, **The Food Industry in Canada, Our Generation** Vol II, No. 4.
- The Business of Food**, a collection of articles written by a Canadian University Press collective and partially printed in *Our Generation*, Vol. 9, No. 4.
- Fish and Chips: Two Studies of Atlantic Economy in This Magazine** Vol. II, No. 3.

Industry	% Women	Average Hourly Wage
Manufacturing	22.9	2.95
Meat processing	17.6	3.55
Fish processing	38.6	2.00
Fruit & vegetable processing	44.6	2.45
Confectionary	59.2	2.49

Health care

The South Riverdale Community Health Centre is now providing total health care to the whole Riverdale Community — between Don Valley and Coxwell and south from the Danforth to the Lakeshore. While 126 Pape is being renovated, the health centre is operating out of the Queen East Presbyterian Church at 947 Queen East.

During the holiday season, the clinic will be closed Saturday Dec. 23 to Tuesday Dec. 26 and Saturday Dec. 30 to Tuesday January 2, 1979. For patients of the health centre, a doctor will be available for emergencies during these three times on a 24 hour basis.

Clinic hours are Monday to Thursday: 10-8pm, Friday: 10-5, and Saturday 10-1pm.

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Injured workers gaining much needed support

Mayor John Sewell's first public act as Mayor of Toronto was to speak to a general meeting of the Union of Injured Workers (UIW) on Sunday December 3. Braving the first snow of the season mixed with freezing rain, over 150 injured workers heard Mayor Sewell declare that he considered the plight of injured workers to be an important concern for City Council.

Sewell made two promises to the meeting: he promised that he would speak to the Attorney General about dropping the charges against members of the Union who were arrested at the May 29th demonstration at the Ministry of Labour. Secondly, the mayor stated that he would be willing to put pressure on the provincial government to accept the UIW's proposed reforms of the Workmen's Compensation Act. As Sewell put it, now that the battle with developers is under control there is time to consider the other problems of people, like injured workers, in Toronto.

In response to the Mayor's speech, Phil Biggin, president of the UIW, said that it is important for politicians to realize that injured workers are an important force in the political arena. He referred to one of the goals of the UIW — a percentage of jobs (3-5%) reserved for injured workers. This kind of legislation was passed in England in 1944 and Italy in 1947, Biggin said. He pointed out that NDP MPP for Downsview, Odoardo Di Santo, recently put forward a private members bill in the legislature calling for companies to provide jobs for disabled and handicapped employees. This is the kind of action the UIW wants.

"Members of the UIW were extremely active in the recent civic elections. Injured workers must not sit back now that the election is over but we must continue to work as activists in the community to make certain our presence is felt," Biggin stated.

Also present at the meeting giving their support were Allan Sparrow and Dan Heap, aldermen from Ward 6, David White from Ward 1, and John Nunziata of Ward 7 in the Borough of York. Sparrow spoke about the resolution being formulated at City Hall that, if passed, will be sent to the Attorney General asking for the charges against the UIW members to be dropped. He pointed to the support his organization, ReforMetro has given to the UIW Defence Committee and reminded the meeting that there are others who support the Union because they too have experienced the weight of the "law" when they tried to change things in the interest of the people. Alderman Dan Heap echoed the message of support and pointed out that the NDP was solidly behind the UIW.

The presence and support of members of City Council clearly shows the recognition of the influence of injured workers in the local political sphere. There can be no doubt that injured workers can organize to present their grievances to the politicians. The UIW has shown this first through demonstrations and now with their participation in the civic elections. Injured workers, silent in the past because of the problems they face as unemployed and disabled workers, are realizing their strength in unity and are a definite force to be reckoned with.

Every year the number of workers injured on the job increases. This year alone more than 450,000 workers will be injured. According to United Nations statistics, Canada is one of the most dangerous places to work of 10 western industrialized nations.

Photo by Mike Phillips

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*Warmest holiday greetings;
best wishes for the New Year.*

If I can be of help, please call my Broadview office. Valerie Lawson (whom many of you know from her work with John Gilbert) is my constituency assistant. Valerie is there weekdays from 10 a.m. until 5:30 p.m. and together we have a community clinic every Saturday from 10 a.m. until 1 p.m.

351 Danforth (corner of Hampton)
465-1105

I look forward to hearing from you

Bob Rae

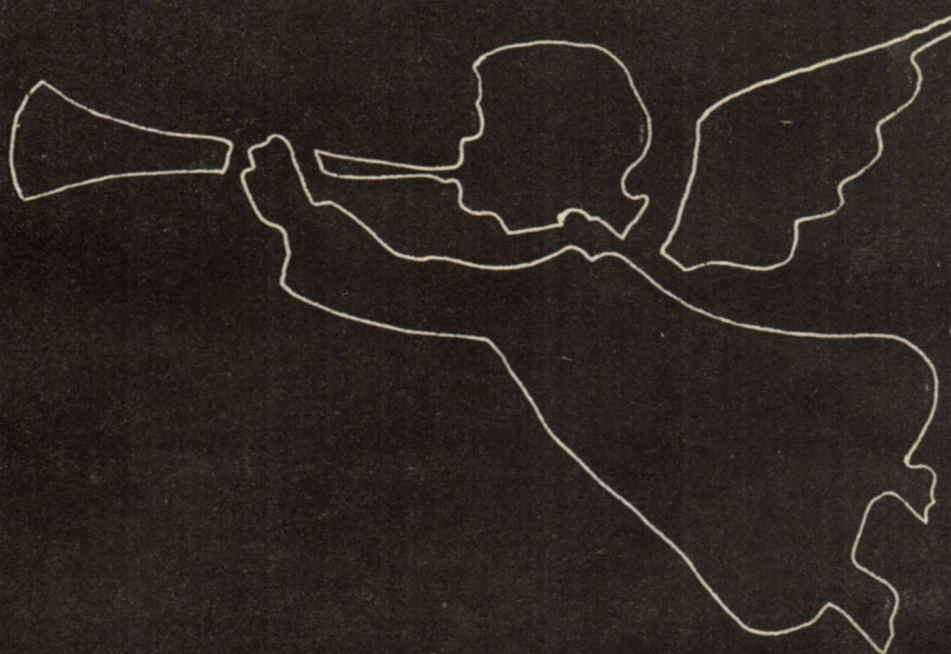
M.P., Broadview

Merry Christmas to the many
volunteers, advertisers and friends
who helped make the paper a suc-
cess in 1978.

The Board and Staff of 7 News

Merry Christmas

WARD SEVEN

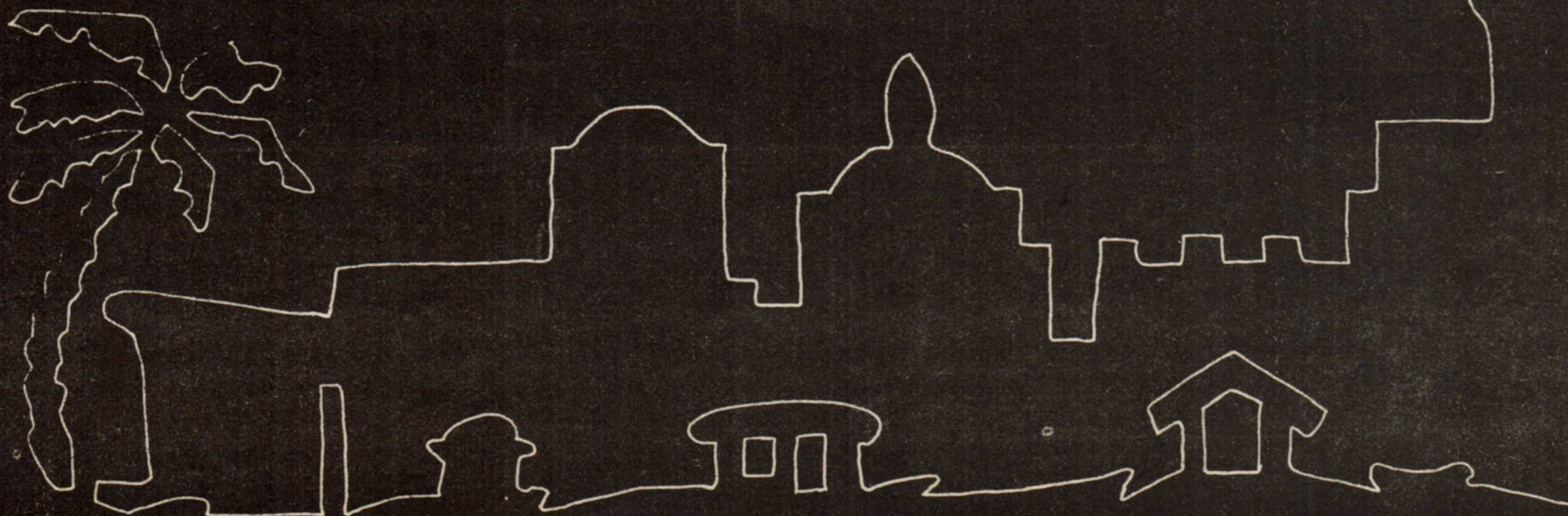


The Brady Home — Tony, George
 Francois, Mike & Ross
 The Staff and Management of The
 Wellesley Hospital
 Members of Bain Apartments Co-Op
 Polly & Bill Evans
 Janet Howard
 S. Lam
 Neighbourhood Information Post
 Woodgreen Community Centre
 Second Mile Club
 The Principal & Staff at Park School
 Toronto Christian Resource Centre
 Winchester School
 Margie, Peter, Bunny & Rolly
 Bobbino & Zut
 Carol Ramm
 Ann Rutledge
 Tom Clement
 Howard Huggett

Regent Park School
 Danforth Library
 John Gladki
 Roger Rolfe
 Bonnie Heath
 Rev. Ellis and All Saints Church
 Rajan Bakshi
 Audrey Bayduza
 Susan Berlin
 Alan Dudeck
 Andy Taylor
 Cherry Hassard
 Joy Evans-Rideout
 Sharon Cameron
 David, Cyndy & Michael
 Helga & T.J. Steyer

William & Frances Corbett

Elaine, Ulli, Chomsky, Blabby & Rosie
 Rhoka, Nasa, Suzan & Thom
 Old Cabbagetown Business Improvement Association
 John Piper
 John Sewell
 Gord Cressy
 Lord Dufferin School
 Dundas Street School
 Bob Rae
 Parliament Street Library
 Eastdale Collegiate
 Winchester School
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 Carolyn Barber
 George Martel
 Dixon Hall
 Withrow School



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Trustees meet the public

By Grace Cameron

Ward Seven's newly elected school trustees George Martell and Barry Tulip, along with veteran Frank Nagle of the Seperate School Board, have made a start in initiating close contact with the community.

The trustees met with parents and teachers at the Spruce Court Public School two weeks ago. "We want to establish our accountability to the community", said Martell. "We have now shat might be called a reform coalition of school trustees. The coalition sees itself hanging together on issues, and we

want to hear the views of the community on the issues."

The group at the meeting aired their views and school standards.

The two hour session proved to be too brief to tackle specific issues in detail, therefore more informal meetings have been scheduled for the new year.



Photo by Cherry Hassard

Some of the participants at the education forum held at Sprucecourt School, 70 Spruce Street, Wednesday, November 29th.

Central Neighbourhood House
349 Ontario Street, Toronto

NOTICE: A special meeting of members

Notice is hereby given that a special meeting of the members of Central Neighbourhood House will be held at 349 Ontario Street on Tuesday, January 16, 1979 at 7:30 p.m. for the purpose of considering some amendments to the by-laws relating to voting rights and minimum age for membership.

Dated 14 December 1978
by order of the Board
of Directors at Central
Neighbourhood House

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Christmas
Seals



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4 - 5 Bedroom house
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- Candlelight Carol Service
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Sunday, Dec. 17, 7 p.m.
 - Christmas Eve Eucharist
Sunday, Dec. 24, 11:30 p.m.
 - Christmas Day
Family Service
Monday, Dec. 25, 10:30 a.m.
- Rector: The Rev. Vince Goring
Organist & Choir Master:
Mr. Eugene Gates

Your Body affects your Life-style. Most back and neck ailments are caused by daily work pressures, stress and anxiety. Massage is an ancient healing art which relieves pain caused by the mind. Call 928-0859 between 10 a.m. to 10 p.m. for a massage or treatment at our central location or in your home.

Ontario weather forecast: drifting snow, icy patches and reduced visibility during the Holiday Season.



That's why you must be in good condition to drive under these conditions.

Winter driving. For drivers this is the most dangerous season. Conditions change without warning. The dry road you're on now can quickly become treacherous at the next bend in the road... ice patches, frost, sudden snow squalls, even wet leaves create unexpected hazards. But during the Holiday Season these hazards tend to increase.

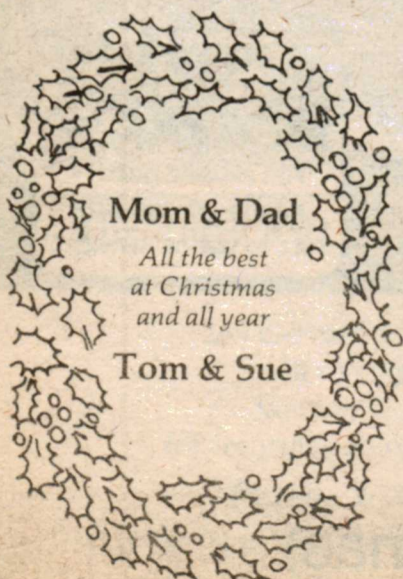
Poor visibility combined with heavy traffic throughout the Holiday Season means you must be in good condition to drive under these conditions. So must your car. So keep it in good repair. And keep yourself alert at all times. If you drink, don't drive. And always watch out for the other drivers. Assume there's trouble ahead even when conditions look safe. Help make sure

you and your family will be here to enjoy another great Ontario Holiday Season.

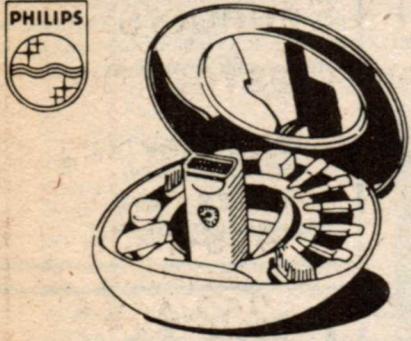


James Snow,
Minister of Transportation
and Communications
R. Roy McMurtry,
Attorney General

Province of Ontario
William Davis, Premier

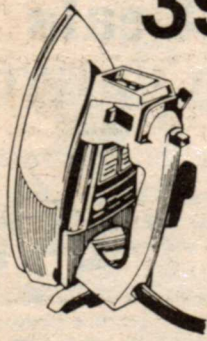


Woolworth Woolco Catalogue Store



"Philips" deluxe beauty kit. Lady's shaver, plus ten attachments. See Catalogue p. 49. 73713

3941
kit



"C.G.E." self-clean iron. Steam and dry; cleans itself of lime & lint. See Catalogue p. 105. 75453

2691
each



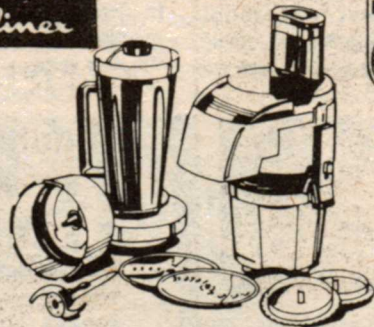
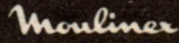
"Black & Decker" workmate has two working heights. See Catalogue page 188. 77181

5000
each



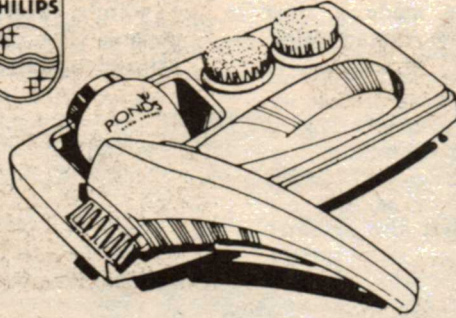
"Ideal" "TCR Van Jam" car set. Two vans, terminal track, power pack, billboards & flags. See Cat. p. 224. 72347

4996
set



'Moulinette III' ...the affordable food processor from "Moulinex". See Catalogue p. 99. 75325

6661
complete



"Philips" Facial cordless complexion brush. Includes two Nylon brushes & "Pond's" Cold Cream. See Catalogue p. 50. 74495

1196
kit

LAST MINUTE SUPER SPECIALS

Tin Cookies
1 lb.
Danish Butter
Regular Price 3.19
SAVE .42

2.77

Ladies Mitts
Rabbit fur covered
Vinyl base
Regular Price 6.66
SAVE 1.66

5.00

Attache case
Durable construction
Tan or black
For office or school
Regular Price 13.97
SAVE 4.97

9.00

Men's turtle neck
pullover
Polyester/Cotton blend
Assorted colors
Regular Price 5.97
SAVE 1.97

2/8.00

Ronald MacDonalds
Children's slippers
Size 9 - 4
Regular Price 5.99
SAVE 1.00

4.99

Willie Walker
Plush dog
He really walks
As seen on T.V.
Regular Price 19.19
SAVE 5.00

14.99

Topical plants
4 1/2 pot with tray
Excellent assortment
Regular Price 1.99
SAVE .49

2/3.00

Mens Old Spice
3 piece set
Ideal gift
Regular Price 8.25
SAVE 2.25

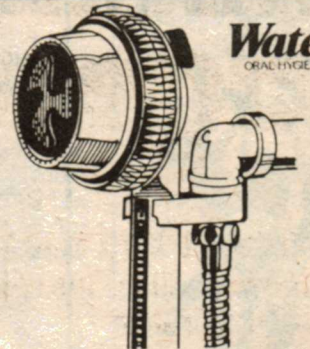
6.00

Ladies
thermal underwear
Colored tops & bottoms
Regular Price 3.99
SAVE 1.49

2/5.00

Almond chocolates
1 lb. box
Special purchase
Regular Price 3.99
SAVE 1.00

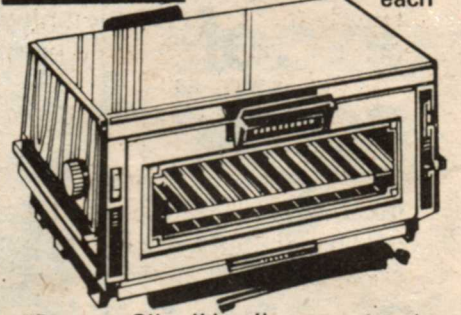
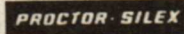
2.99



WaterPik
ORAL HYGIENE APPLIANCE

"The Shower Massage" by "Water Pik". Adjustable dial gives choice of spray. See Catalogue p. 51. 74553

2997
each



"Proctor-Silex" broiler-oven toaster. King-size capacity, two oven racks. See Catalogue p. 111. 75561

5291
each



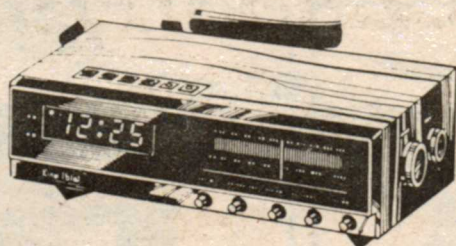
"Dorchester" AM/FM contemporary style phono system. Complete with two speakers. See Catalogue p. 166. 70717

4981
complete



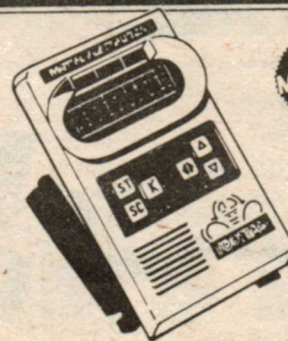
"G.E." 1200 watt pro turbo hairdryer. Concentrator, brush, neat travel bag. See Catalogue p. 53. 78672

1941
each



AM/FM clock radio. Digital electronic readout. Wake to alarm or music. See Cat. p. 172. 70532

2693
each



"Mattel" football game. Self-contained, needs no T.V. set. See Catalogue p. 219. 77032

2783
each

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master charge

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The new minimum wage rates

On January 1, 1979 new Minimum Wage rates will go into effect. Here are the new rates:

	Effective **January 1, 1979
General hourly rate	\$ 3.00
Learner, hourly rate	2.90
Construction and Guards at construction sites, hourly rate	3.25
*Hourly rate for persons employed to serve liquor in licensed premises	2.50
*Student, hourly rate	2.15
Ambulance Drivers and Helpers, Weekly Rate	144.00
Hunting or Fishing Guides less than 5 consecutive hours	15.00
5 or more hours whether or not consecutive	30.00

*Room and Board
The following maximum rates apply when room and board are included in calculating the minimum wage:

Room, weekly	11.00
Meals, each weekly	1.15 24.00
Room and Meals, weekly	35.00

*no change from previous rate
**the entire work week in which January 1 falls

You can get more information about the new Minimum Wage rates and the Employment Standards Act by writing or phoning:

Employment Standards Branch
Ontario Ministry of Labour
400 University Avenue
Toronto, Ontario
M7A 1T7
(416) 965-5251



Ontario Ministry of Labour
Employment Standards Branch

Hon. Robert G. Elgie, M.D., Minister

Bikoe
Registered
EST 1929

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PEST CONTROL

Our retail store at 434 Queen St. E. (at Sackville) can supply you with the right products and instructions to destroy roaches, fleas, bed bugs, ants, silverfish, rats, mice and all other household pests.

If you wish, we can arrange for one of our trained and licensed servicemen to eliminate these pests from your home or business. Free estimates — Work Guaranteed.

BIKOE MFG. CO. LTD. 434 QUEEN ST. E. TORONTO 363-8821



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• Beauty Aids

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REGENT OPTICAL
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St. Peter's (Cabbagetown)
CO-OP NURSERY SCHOOL
190 Carlton St (at Bleeker)

Ages 2-4
from 9:00-12:00
Monday-Friday
Fee: \$50 per month
Parent must be willing to participate one morning per week
call Marie at 922-0862

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TEL: 967-6858
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366-3195 10 - 6

CLASSIFIED ADS

HELP WANTED

AFTER SCHOOL CARE and lunch for 7 year-old boy in the Withrow School district. Call 864-1004 and ask for Barbara.

WANTED — MASSEUSE — full or part-time. Call Annabelle at 928-0859.

TAILOR for Ross Cleaners, 355 Queen Street East. Phone Mr. A. Raj at 363-9976.

COUNTER PERSON for Ross Cleaners, 355 Queen Street East. Phone 363-9976 and ask for Mr. A. Raj.

PRESSER for Ross Cleaners, 355 Queen Street East. Phone 363-9976 and ask for Mr. A. Raj.

DRIVER for Ross Cleaners, 355 Queen Street East. Phone Mr. A. Raj at 363-9976.

WILL YOU BE LEAVING SCHOOL NEXT SUMMER? An opportunity for a bright young school leaver to work part-time for a one-man advertising agency with the possibility of it leading to full-time employment upon graduation. If you are above average intelligence, able to show initiative, can type and are able to deal effectively with people, please send a letter, (which should include details of summer and weekend jobs to): Roger Davies & Associates, 167 Carlton Street, Toronto, Ontario M5A 2K3

WANTED: Someone to sell classified ads for 7 News. Can be done largely from your home, your hours, part-time. 363-9650.

FOR RENT

CABBAGETOWN — small, charming semi; completely renovated; suitable for professional couple; parking, fireplace, sundeck. No dogs, children. \$535.00/month. Heat, hydro not included. Call Lee 489-5592 or 923-4738. B9-16

CO-OP HOUSING — Riverdale Co-operative Houses has several 3-bedroom units available in the near future. Please call 461-7044 for more information. A9-17

ARTICLES WANTED

FUR JACKET wanted. Size med. Preferably old fashion. Brownish colour. Must be in reasonably good condition. Phone 929-9074. B9-16

BUSINESS LISTINGS

TYPING SERVICE: Manuscripts, theses, resumés, general office. Fast and accurate. \$7 per hour. Free pickup and delivery in Ward 7. 961-3513. B9-24

HANDYMAN available for general house cleaning and painting plus small moving or any odd jobs. Smoke detectors installed. Reasonable — satisfaction guaranteed. Call 694-2856. B9-16

MAC's VACUUM Cleaner Service. Workmanship guaranteed. Reduced rate to Senior Citizens. For pick-up, phone 961-2670. A9-99

CUSTOM FURNITURE RE-UPHOLSTERY Old fashioned quality and pride of craftsmanship. Free estimates, pick up, and delivery, modern and antique furniture. 535-1537.

CAR WASH & SERVICE CENTRE



St. Jamestown Texaco
(Parliament & Amelia)
Guaranteed Repairs
921-2690

BUSINESS OPPORTUNITIES

NEED extra cash for Christmas? Call 861-1649. F9-15

VAN? Does anybody have a van? 7 News needs a van one day every two weeks. Is there a community group or someone out there who could rent us one cheaply? 363-9650.

7 News Classified Ads cost \$2.50 paid in advance for 25 words or less; ten cents for each additional word.

Fill in the coupon below and mail to 315 Dundas Street East, Toronto.

Name

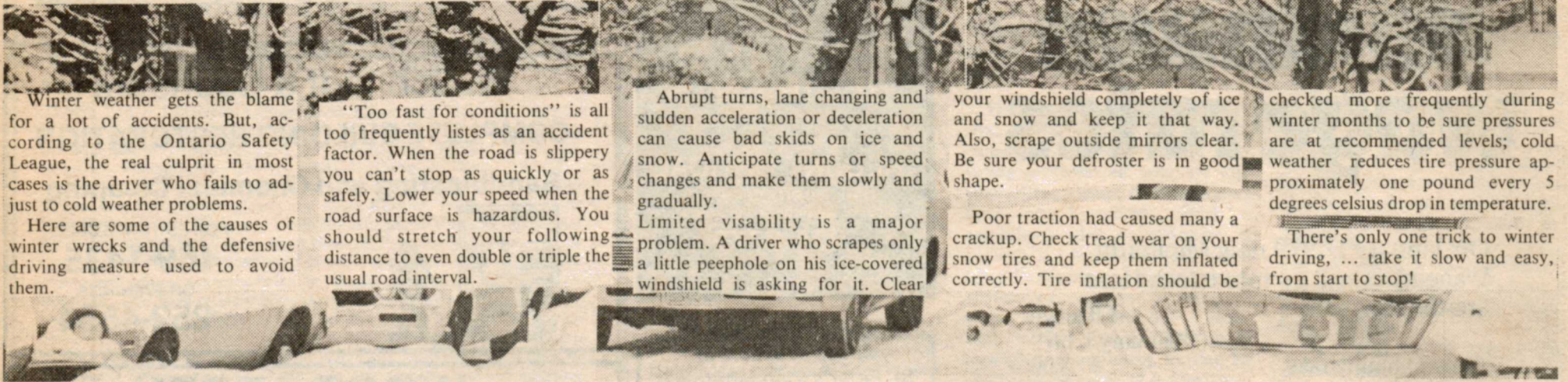
Address

Phone

My ad should read as follows:

Winter driving hazardous

One wrong move and it's . . . game over



Winter weather gets the blame for a lot of accidents. But, according to the Ontario Safety League, the real culprit in most cases is the driver who fails to adjust to cold weather problems.

Here are some of the causes of winter wrecks and the defensive driving measure used to avoid them.

"Too fast for conditions" is all too frequently listed as an accident factor. When the road is slippery you can't stop as quickly or as safely. Lower your speed when the road surface is hazardous. You should stretch your following distance to even double or triple the usual road interval.

Abrupt turns, lane changing and sudden acceleration or deceleration can cause bad skids on ice and snow. Anticipate turns or speed changes and make them slowly and gradually.

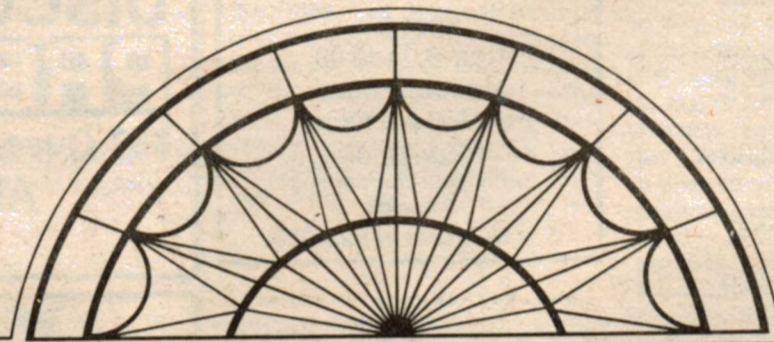
Limited visibility is a major problem. A driver who scrapes only a little peephole on his ice-covered windshield is asking for it. Clear

your windshield completely of ice and snow and keep it that way. Also, scrape outside mirrors clear. Be sure your defroster is in good shape.

Poor traction had caused many a crackup. Check tread wear on your snow tires and keep them inflated correctly. Tire inflation should be

checked more frequently during winter months to be sure pressures are at recommended levels; cold weather reduces tire pressure approximately one pound every 5 degrees celsius drop in temperature.

There's only one trick to winter driving, ... take it slow and easy, from start to stop!



*We wish you a
Merry Christmas
and a
Happy New Year.*



David Rose



Betty Dawson



Darrell Kent



Lois Kaye



Judy O'Reilly



John McNeil



Sandra Froese



Mark McNab



Lynda Kay Woodworth



Bill Joyce



Carolyn McIntire



Bill Sayegh

Darrell Kent Real Estate Ltd., Realtor, 962-8113.