

THE GYROLOG



THE GYRO CLUB OF EDMONTON
— EDMONTON — ALBERTA

October 12, 1982

NEXT MEETING

Tuesday, November 2, 1982, Mayfair Golf and Country Club at 12.15 p.m. Neil Sheidow will be inducted.

Note: The regular meeting normally scheduled for Tuesday, October 19, 1982 has been cancelled because of the Tri-Club Founders' Dinner which will take place on the evening of Wednesday, October 20, 1982 at the Capilano Motor Inn.

COMING EVENTS

1. The Tri-Club Founders' Night Dinner, sponsored by the Edmonton Gyro Club, will be held on Wednesday, October 20, 1982 at the Capilano Motor Inn, 9125 - 50 Street. Cocktails: 6.30 p.m. Dinner: 7.30 p.m. Cost: \$11.00 per person.
2. The Sherwood Park Gyro Club Silver Plate Dinner will be held at the Capilano Motor Inn on Friday, November 5, 1982. Cost: \$60.00 per person. Tickets may be purchased from any member of the club.

BIRTHDAYS

Jack Connauton October 16 Bert Boren October 23
Daniel Boone November 2

"Oh, 'rorty' was a mid-Victorian word
Which meant 'fine, splendid, jolly!'
And often to me it has reoccurred
In moments melancholy.
For instance, children, I think it rorty
To be with people over forty."

— Ogden Nash —

SICK AND VISITING

Bill Muir is now feeling fine after a couple of bouts of surgery in which some worn out parts were removed.

THIS WEEK (27)

The winner of the draw was John Halford, who by the time you receive this will have returned to his winter home in San Diego, California.

John Pedden introduced the guest speaker, John Short a radio broadcaster with CFRN and the Managing Editor of the Edmonton Report. He came to Alberta from B.C. where he had been the publisher of the Maple Ridge Weekly. Over the years, too, he had worked for the Canadian Press in various world C.P. Press Bureaus. When he first came to Edmonton he was employed in publicity for the Edmonton soccer club Drillers and the N.H.L. club, Oilers.

In his opening remarks Mr. Short corrected a point in the introduction,

~~for the Edmonton soccer club Drillers and the N.H.L. club, Oilers.~~
In his opening remarks Mr. Short corrected a point in the introduction, stating that as of October 1 he was no longer employed by the Edmonton Report. He claimed to be a unique figure in the newspaper and magazine reporting world having worked for both Ted Byfield and Peter "Puck." To work for either one required a paranoid personality and double that in working for both.

He stated that the Edmonton Report was the only worthwhile regional magazine published in this country. Mr. Byfield, he said, was intensely loyal to Alberta and would allow nothing detrimental to the province to be published in the Alberta Report in terms of editorial content. While he was not always right he, (Mr. Byfield) refused to cater to his advertisers. He

(over)

never soft-pedalled a story or viewpoint to curry favor with his advertising clients.

When questioned as to why so much tragic news such as homicides, natural and man-caused disasters, revolutions and wars, etc. appeared in the columns of newspapers and periodicals, Mr. Short said that these were the uncommon events, the type of news that people wanted, and publications catered to their readers. In a survey conducted by the New York Times, he related, the two most popular features requested were Dear Abby and the Daily Horoscope.

Mr. Short said that some of his happiest moments were in reporting political events on a world scale and in Canada, and following the sports beat.

He revealed a time when Gordie Howe was invited to play a round of golf with President Ford and he (Howe) replied, "You mean Jerry?"

"For heaven's sake," advised sons Marty and Mark, and wife Connie, "you can't call him Jerry! Call him Mr. President. And also remember to be careful. They shoot Republicans on sight in Detroit."

Another ^{time} he related, that during the final game for the Stanley Cup between the Maple Leafs and the Canadiens, Father Athol Murray, founder and Principal of Notre Dame College, Wilcox, Saskatchewan, and self-appointed padre and advisor to the Leafs, went into their dressing room before the game to say a prayer and benediction. His final words were: "Remember, Leafs, you're the last hope for English Canada."

Bert Boren, on behalf of the Club, thanked Mr. Short for an interesting, enlightening, and intelligent account of the publishing world as viewed through the eyes of a reporter.

~~And now on the eve of the World Series it might be well to relate another aspect of a reporter's work. At the end of a season a baseball writer is often asked for his opinion on the best performer in this or that category. Back in the thirties Frank Reagan, a writer for the Boston Transcript, was asked, when the season was over, who had done the most for baseball during the past year. His reply: "The truck driver who, near the beginning of the season, ran down Casey Stengel while the latter was crossing a street, thereby fracturing his (Casey's) leg, and putting him on the shelf for the rest of the year."~~

Now that school's in drive carefully and look both ways before crossing the street.

Cheerio

Gyjim