

A ‘lively, progressive design’ for the 1990s

This is Day 6 of a weeklong series that will culminate on Tuesday with a brand-new masthead — the nameplate on the front page — a new design and an array of new content.

Since last Tuesday, we’ve been featuring mastheads from different eras of our history. Today: 1989 to 1999.

It was Sept. 11, 1989, and *The Journal* was about to make another change in what its front-page said to the world. “We’ve got news for you — a dramatic new look!” the

headline on the front page said that warm September Monday (it was 18 C and sunny, with even warmer weather predicted for later that week).


Some of the changes in the redesign were obvious. Gone was the bright yellow box of the previous front-page nameplate. Instead, there was a calming blue bar below which appeared the words “The Edmonton” (in the Helvetica typeface) and “Journal” in Times Roman type, familiar from the previous yellow masthead.


Then editor-in-chief Linda Hughes said the “clean, modern” look of the nameplate was chosen to highlight a connection with tradition — the typeface used for “Journal” — and an emphasis on “Edmonton.”

“It’s a lively, progressive design to reflect the dynamic community *The Journal* serves,” she wrote.

The blue colour? It was chosen by readers evaluating the new design, she said.

The nameplate endured almost exactly a decade, until Sept. 29, 1999.

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Relay runners



Racers pass the baton in a relay at the 34th annual Journal Indoor Games at the University of Alberta Butterdome on Saturday. See Sports / D1. For more photos of the games, go to edmontonjournal.com/photos.

Dig deep to pay for schools

Tories blasted for considering mortgages to finance facilities

DAVE COOPER
Journal Staff Writer
EDMONTON

The province will be making announcements about new school projects in the next few days, Education Minister Thomas Lukaszuk told Alberta teachers at a pre-election forum Saturday.

He added a new method of paying for the approximately 400 new schools needed to house the province’s exploding student population over the next decade is also in the works.

“Under the current financial model of paying cash, we only get to build a fraction of the schools that we need to build,” Lukaszuk said during an all-party event sponsored by the Alberta Teachers’ Association at Barnett House, the ATA’s headquarters.

Lukaszuk said only five to seven new schools can be built annually under the current education budget, which itself is increasing by about 3.5 per cent every year. The Treasury Board and Alberta Education are considering various ways to raise money.

But talk of borrowing money to build schools didn’t go down well with Vitor Marciano, a Senate candidate representing the Wildrose party at the forum. “The fact we should go back into debt to build schools belies the fact that in many ways we are the richest jurisdiction in the world, and if we were able to properly manage our affairs there should be enough money to build an appropriate number of schools.”

Marciano said the Tories hold out “the promise of a school” to garner support with voters, and he said a Wildrose government would establish a formula for school approvals.

See NEW SCHOOLS / A2

Residents fear they’ll be kicked out of The Quarters

Redevelopment plans would further marginalize homeless

ELISE STOLTE
Journal Staff Writer
EDMONTON

Thim Choy’s cash-register store still holds the smell of wooden pews from the church he attended 40 years ago, then bought and converted into a shop.

It’s a landmark in the Boyle Street neighbourhood, and it sits just across the street from another landmark he owns, the House of Refuge soup kitchen, where window signs warn passersby: “Ye must be born again. Remember after death judgment.”

New development would change the face of this neighbourhood, but Choy swears the soup kitchen is one place that will never close, not while he’s alive.

“We’re not trying to drive the homeless from the neighbourhood. We want to work with them,” says the property owner, who’s also president of the Boyle Street Community League.

“We need to keep some of the historic values.”

Residents of Boyle Street — now called The Quarters — have been watching the city’s plans for redevelopment with a mixture of fear and hope — hope for new opportunities,



Thim Choy, president of the Boyle Street Community League, talks to Emil (no last name given) at the House of Refuge soup kitchen.

edmontonjournal.com

For more views and updates on The Quarters visit edmontonjournal.com/edmontoncommons.

fear of being displaced.

The community league is determined any new development will be inclusive, a healthy balance of rich and poor, of new and existing residents who blend on the busy pedestrian streets to make everyone’s life richer. But there’s doubt in the House of Refuge.

Developers of high-end towers and

the homeless will be told to move on, says Carl Perteet, who grew up in the area and now works off and on at a machine shop. He came to the House of Refuge for dinner as he tries to find a new, cheap place to rent.

“People will get angry if they’re told they can’t even be downtown,” said Perteet, sitting at a busy table. “It’s just depressing to see they won’t have a place to call home anymore.”

Back in the kitchen, John Pasturs doesn’t think the homeless will be forced out, but also doesn’t think businessmen and those just scraping by will mix well, either.

See THE QUARTERS / A2

Glory days: Edmonton clothier comes to the rescue

MARTY KLINKENBERG
Journal Staff Writer
EDMONTON

In his teens, Patrick Miller was a slow and somewhat small offensive lineman, but in his handsome Humboldt Mohawks football jacket he could still catch a girl’s eye.

He was probably wearing it the first time his wife of 36 years saw him. Colette Miller doesn’t remember exactly, but in the 1970s he wore it just about everywhere, just about all the time.

So with his 39th high school reunion approaching, Patrick Miller dug the well-worn memento out of the trunk his wife had hidden it in, and decided it would make for a smashing entrance at this summer’s homecoming soiree back in Saskatchewan.

There was only one problem. Well, a few, maybe: the lining was ripped, the sleeves were brittle from age and from having been dry-cleaned, and the colours had wilted like a prom corsage.

“I looked at the tag to see if I could



Patrick Miller's new jacket lies atop the 1970s' original.


find whoever made it,” Miller said.

The search brought him to Marv Holland Apparel, a clothier with a factory on the north side of Edmonton that once churned out 350 team jackets each day. But alas, the company had long since switched to manufacturing fire-retardant garments for the oil and gas industry.

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