

Mediocrity vs. Greatness

We've all heard the saying "Imitation is the sincerest form of flattery," right?

Here at the magazine we had reason to think of that recently. In our Spring 2019 issue we had a group ad listing several garden tours near the Escarpment. We've had this kind of group ad for garden tours for years. Our designers created the look and our tour advertisers provide the logos and content, which I edit to fit the space. You can see that ad on the left.

Our eyebrows raised therefore, when we came upon page 9 of an annual publication called *Destinations Hamilton*. There on that page was something that looks like our group ad with only the most minimal changes to it! You can see their ad on the right.

The annual is published by *The Hamilton Spectator*, which is a division of Metroland Media. I sent a letter to the person named as publisher of the magazine, indicating our amusement at the more than passing resemblance to our ad design, and asking if there are other ways in which we could collaborate with Metroland. Instead of a reply from the publisher, a regional director of advertising responded, admitting that the ad layouts

are similar but that the ad was "built" at *The Hamilton Spectator* and that the background photo, ad size and type used are different.

If you've read the book or seen the movie *All the President's Men*, you'll know another saying, "a non-denial denial."

We remain flattered that our work and creativity was given so much time and attention by staff at *The Spec*, and we pledge to continue developing original content that is worth imitating.

Oh, and that quote I put at the start of this piece? Turns out it's by Oscar Wilde, and the full quotation is, with italics added for emphasis, "Imitation is the sincerest form of flattery *that mediocrity can pay to greatness*."

In This Issue

We have some other group ads in this issue, one for artists' studio tours and shows, on page 21, and another ad for fall fairs, on page 39. Watch for these kinds of ads to appear in other publications!

Pay attention as well, in this issue, to our back pages. On page 58 Bob Barnett announces that people in Ontario contributed enough money to purchase and protect Willisville Mountain! What an astonishing achievement.

2019 Garden Tours

EARTH BOUND TOURING GARDENS

Red Bay, South Bruce Peninsula.
May 1 – Thanksgiving
Open Daily 9 am – 5 pm.
Tour gardens and Destination
Garden Centre. www.earthboundgardens.com

TOUR RURAL GARDENS OF GREY & BRUCE COUNTIES

May 1 – Sept 30
Open, self-guided tours.
20 individual gardens.
Details at www.ruralgardens.ca

ST. CATHARINES HORTICULTURE GARDEN TOUR

May 25, 10 am – 4 pm rain or shine
Celebrate history and sculptures. Self-guided
tours of home gardens. Guided tours of Harriet
Tubman's church. stchtour@gmail.com

CARNEGIE GALLERY

26TH ANNUAL GARDENTOUR
June 2, 10 am - 4 pm, Rain or Shine.
Beautiful gardens, tea room.
905-627-4265, info@carnegiegallery.org

GRAND DURAND GARDEN TOUR 2019

June 15, 10 am – 4 pm rain or shine
11 beautiful private gardens in Durand
Neighbourhood. Summer Cream Tea.
[Visit www.duranda.com](http://www.duranda.com)
for Tickets and Tour Information

28TH ANNUAL NIAGARA-ON-THE-LAKE
HORTICULTURE SOCIETY GARDEN TOUR
July 6, 10 am – 5 pm
Note the extended hour 8 distinct
& beautiful gardens in Old Town. Tickets available
through link at www.nothortsociety.com

GRIMSBY GARDEN TOUR

July 13, 10am – 4pm
Self-guided tour of 9 beautiful
Grimsby gardens. 905 975 5473
grimsbygardenclub@outlook.com

2019 Garden Tours

TOUR RURAL GARDENS OF GREY & BRUCE COUNTIES

May 1 – Sept 30
Open, self-guided tours. 22 individual gardens. Details at www.ruralgardens.ca

ST. CATHARINES HORTICULTURE GARDEN TOUR

May 25, 10 am – 4pm rain or shine
Celebrate history and sculptures. Self-guided tours of home gardens. Guided tours of Harriet Tubman's church. stchtour@gmail.com

CARNEGIE GALLERY

26TH ANNUAL GARDEN TOUR
June 2, 10 am – 4 pm Rain or Shine
Beautiful gardens, tea room.
905-627-4265 info@carnegiegallery.org

GARDEN TOUR - NIAGARA-ON-THE-LAKE HORTICULTURAL SOCIETY

Saturday, July 6, 10 am – 5 pm
Wonder through respect & beautiful private gardens in Historic Old Town Niagara-on-the-Lake. Advance tickets \$15 available online now at nothortsociety.com & eventbrite.ca

GRAND DURAND GARDEN TOUR 2019

June 15, 10 am – 4pm rain or shine
11 beautiful private gardens in Durand Neighbourhood.
Summer Cream Tea.
Visit www.duranda.com for tickets

GRIMSBY GARDEN TOUR

July 13, 10 am – 4 pm
Self-guided tour of 9 beautiful Grimsby gardens.
905-975-5473

Left, original creation by our staff. Right, the other version.

roads in Clearview Township around Creemore. Fun and fellowship flow through the pages of her experiences of the festivals held here in the fall.

I know it's too early for Christmas trees, but this issue extends to the end of November, and some Escarpment towns host Christmas house tours in late November or early December, to raise money for charity. To get you in the spirit to go on your local tour, we present our favourite photos from last year's Fonthill United Church's Christmas house tour. Check out what Niagara designers put together.

Alonia

Gloria Hildebrandt

P.S. Wild animals need wild spaces.

Let us know what you think!

Write us at editor@NEViews.ca or *Niagara Escarpment Views*, 50 Ann St., Georgetown ON L7G 2V2.

More Online!

Keep in touch with Escarpment news between issues at our website. We have unique content not seen in the magazine, and you can leave comments in response. See www.NEViews.ca.

 *Niagara Escarpment Views* is on Facebook as: www.facebook.com/N.E.Views