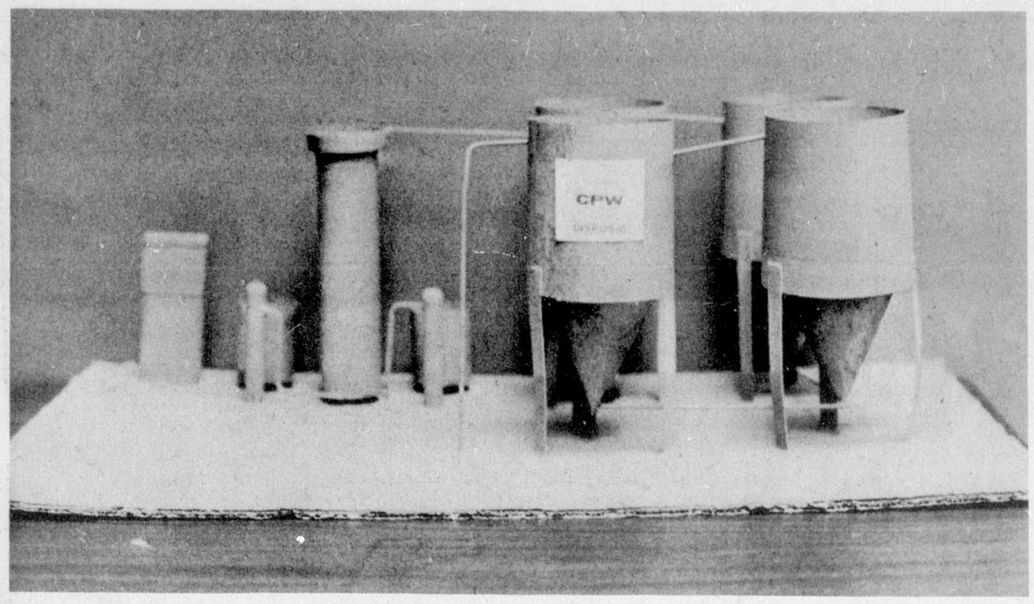

A scale model of the new waste water treatment plant which is expected to be in operation at 20 Morrow Rd. by Jan. 1. The waste water will be charged electrically, removing most contaminating materials. The water will then go into a series of four clarifiers (right hand portion of the model) where the remaining contaminated metals will be filtered out. (Examiner Photo)

Barrie will be Canadian debut for new waste treatment plant

By DENNIS LANTHIER
Of The Examiner

An industrial waste water treatment plant, "all based on scientific fact", is about to make its Canadian debut at 20 Morrow Rd. in Barrie.

Arthur King, an American chemist, has devised a system that, through electrolytic principle, breaks down industrial waste, and removes the contaminating chemicals. His work was based on a Nobel prize winning book written in 1936 by Professor Peter Joseph Wilhelm Debye.

The first two waste water plants, operating on this electrolytic principle, were established in Missouri two years ago.

Jim Stewart, general manager of Chemical and Petro Waste Disposal Ltd. (CPW), heard of the process some months ago and decided to look into it.

After making special trips to Kansas City (the headquarters of King Electronic Technology and Application) Stewart became convinced that a partial solution to the industrial waste problem in this area had been found.

Stewart asked Lousi Jansurik, a mutual friend who had been involved in the industrial waste field, if he would be interested in forming a company in Barrie to market the product.

The company, King Technology, an affiliate with the American group, was formed. CPW became its first customer.

Stewart consulted with city officials from the engineering department, who then brought the proposal before city council.

City council has allowed the project.

"We have been told by the Environmental Protection Association that it is the best technology available to the city at this point of time," says Stewart.

The system is to be installed at an existing building on Morrow Road.

The process will consist of two treaters, which will electrically charge the water.

BASED ON IONS

The principle, based on positive and negative ions coming together, causes the contaminating material to settle to the bottom of the water.

The treated water will then overflow into a series of four clarifiers which will continue to filter the water, "until you're left with clean water," said Stewart.

The processed water will then be transferred to a city-owned processed holding tank, with a two-day holding capacity.

After inspection by city personnel, the water will be pumped into the city's sewer system.

About 10,000 gallons of treated water a day is expected go into the sewer system.

Sludge left over will be dewatered, turning it into a solid, clay like substance.

The remaining sludge (a minimal amount) will either go to the Barrie landfill site or the Tricil dumping site in Sarnia, Stewart said.

The storage tanks for unprocessed sludge will be located outside the building, and designed to eliminate the possibility of odors developing, said Stewart.

An exhaust fan and filter will be placed inside the building in case unpleasant odors develop, said Stewart.

Experimentation at the building will begin in November. "Hopefully we can get the entire operation going by Jan. 1," said Stewart.

The plant will service industries located in the Simcoe County-Muskoka region.

Ian Gray, of the local ministry of the environment, supported the project at a recent city council meeting. Approval in principle has been given by the province.

However the group does not know whether a permanent or experimental licence will be granted. "The reaction is only natural," said Stewart. "The ministry may feel that it doesn't have enough date to grant a permanent licence."

EXPECTS SKEPTICISM

Stewart says because the system has just been recently designed, skepticism is to be expected.

"You have to start somewhere," said Stewart. "People were skeptical when electricity was invented, for example.

"Our society is chemical-oriented. This process is a result of chemical research which has been proceeding for the past 25 years," Stewart said.

Other companies are already beginning to take a look at the process, said Stewart.

King Technology has had inquiries from 35 companies and plants interested in setting up the system, he said.

He said another company is just about ready to install a similar type of system in Kitchener.

The plant in Barrie is expected to require little maintenance and is expected to employ about 10 to 12 persons, he said.

JIM STEWART
. . . expects skepticism

Chamber receives citation

Don Day, right, manager of the Barrie main branch of the Royal Bank of Canada, presented a citation to Bob Hollywood, general manager of the Greater Barrie Chamber of Commerce, Wednesday recognizing the chamber's co-operation in Venture Capital '78. The program is sponsored by the Ontario Ministry of Colleges and Universities in co-operation with the Ontario Chamber of Commerce and the Royal Bank. Business loans of up to $1,000 are given to students interest free to enable them to establish a summer business. (Examiner Photo)

Lawyers will advertise

Lawyers will soon be allowed to advertise their services.

Lawyers will be allowed to place up to three separate listings in the yellow pages of telephone books under their preferred areas of practice, unless they list under the category of general practice. The ads will include languages and office hours.

The Law Society of Upper Canada will take a box at the beginning of the yellow pages section on lawyers to explain referral service. The box will also advise people to discuss legal fees at their first interview and inform them that if they feel a bill is too high, they are entitled by law to have it examined by a court official who can reduce it.

Richard Clarke, an Orillia lawyer and president of the Simcoe County Law Association, said such advertising is the coming thing and badly needed to inform the public.

"Clients and lawyers have been struggling with the problem of matching the lawyer with the problem for years. It's a waste of everyone's time when you want a divorce and find you have chosen a real estate lawyer," Clarke said.

"There may be some problems in determining criteria by which a lawyer chooses his specialities, but this is to be ironed out in the future," Clarke said.

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Most seek re-election for school board seats

None of the 21 trustees on the Simcoe County Board of Education has said they are going to call it quits.

Eelection of trustees for the usual two-year term is Nov. 13.

Eighteen trustees told The Examiner they are going to run for re-election and two said they are undecided. The single trustee unavailable for comment was Audrie Trotter, who is in Manitoba.

Sam Neilly indicated he will run again. He represents the Bradford and West Gwillimbury area.

Frank Prothero said he will stand for re-election in Tecumseth, Beeton, Tottenham and Adjala.

Bruce Cumming isn't saying for sure one way or the other. He said his decision will be known next week. He represents Alliston, Tosorontio, Essa and Cookstown communities.

One of two representatives in Innisfil, Stewart Fisher, said he will run again. Audrie Trotter is the other Innisfil trustee.

Mary Ericksen-Brown said she will try to retain her seat in Collingwood.

Dr. William Ives said he is going to run again in Nottawasaga, Stayner, Creemore and Sunnidale.

Wendy MacKenzie said she will try to remain the trustee for Wasaga Beach, Flos and Elmvale.

Lloyd Fletcher will stand for re-election in Oro and Vespra.

Roy Edwards will run again in Medonte, Coldwater, Tay and Port McNicoll.

William Black will run again in the Matchedash, Orillia Township area.

Gerald Westcott will be seeking re-election in the Mara, Rama area.

Alvin Gravelle, will try to keep his position as representative in Penetanguishene and Tiny Township.

John McCullough of Midland, said he hasn't decided yet.

The three Barrie representatives, William Fisher, William Straughan and Betty Thompson, all said they will run again.

William Brown, of Orillia, said he will try to keep his seat.

Joseph Whelan and William Murphy, respectively representing the south and north wards of the county for separate school supporters, said they will run again.

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Dairy industry meets . . .

Producers will push products

ORILLIA — Promotion of butter and the introduction of flavoured milk drinks are two ways the Ontario Dairy industry — faced with increasing prices and a decreasing market — hopes to improve sales.

About 250 representatives of county milk committees heard appeals for increased promotion budgets at the Ontario Milk Marketing Board (OMMB) conference at Geneva Park Wednesday.

Claude Chevalier, executive director of the Canadian Dairy Foods Service Bureau which handles promotion of cheese, butter and other industrial milk products, termed the situation urgent.

In ten years, the per capita consumption of butter has dropped from 16.9 to 10.3 pounds annually, while the use of margarine has increased steadily. Butter now has only a 40 per cent share of the market; six years ago it had 60 per cent and margarine had 40 per cent.

There has been virtually no advertising for butter in the past.

Ontario producers were asked to double their contribution to Ontario milk promotion to $1.4 million next year and they will vote on this proposal at the annual meeting in January.

The Canadian Dairy Foods Service Bureau has launched a television campaign aimed at convincing consumers that 'only butter tastes like butter'.

It is also trying to restore public confidence in butter and all dairy products which have been seen as health threats in the past.

Full page advertisements, backed by recent research findings are being placed in Canadian medical journals starting this month to "positively influence" the attitude of doctors, nurses, nutritionists and home economists.

Major expenditures will be for continuation of the 'wear a moustache' and 'tastes so good' television campaigns, directed at teens and young adults.

If there's a
Wedding
in your future, Welcome Wagon is planning a Special Party for brides-to-be and their mothers, Wednesday,
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Continental Inn, Barrie
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You'll be glad you did.

HORSESHOE VALLEY RESORT
10TH ANNUAL OPEN HOUSE AND SKI SWAP
Sunday, Oct. 15th at 1:00 p.m.
— Fashion Show by Peter Reino Sports of Orillia with the 1979 line by Anba and Innsbruk and also the latest in Cross Country fashions.
— Skicade Van with polysnow to try your legs out.
— Displays of equipment, clothing, vacations.
— Ski Movies.
— Chairlift ride. Grass Skiing Demonstration.
— Season Pass registration.
— Tour of the area and facilities
—SPECIAL FAMILY ROAST BEEF DINNER
—Adults $4.00 per person
—Children under 12, $2.00.
Served from 5 p.m. to 8 p.m.
Also Win One of the Many Door Prizes.
Horseshoe Valley Resort
On Horseshoe Valley Rd. (Simcoe Cty. Rd. 22) between Hwy. 12 and Hwy. 93 at Craighurst

October 12th Draw — wintario Winning Numbers

SERIES	TICKET NUMBER	POSSIBLE WINNERS	AMOUNT
		FIRST PRIZE NUMBER	
32	16030	1 PRIZE OF	$100,000
ANY OTHER	16030	59 PRIZES OF	10,000
ALL	–6030	480 PRIZES OF	100
ALL	––0330	4860 PRIZES OF	25
ALL	160––	5940 WIN'FALL PRIZES OF	5 TICKETS *
		SECOND PRIZE NUMBER	
55	50989	1 PRIZE OF	$100,000
ANY OTHER	50989	59 PRIZES OF	1,000
ALL	–0989	480 PRIZES OF	100
ALL	––9895	4860 PRIZES OF	25
ALL	509––	5940 WIN'FALL PRIZES OF	5 TICKETS *
		THIRD PRIZE NUMBER	
34	63073	1 PRIZE OF	$100,000
ANY OTHER	63073	59 PRIZES OF	1,000
ALL	–3073	480 PRIZES OF	100
ALL	––0733	4860 PRIZES OF	25
ALL	630––	5940 WIN'FALL PRIZES OF	5 TICKETS *
		FOURTH PRIZE NUMBER	
41	31145	1 PRIZE OF	$100,000
ANY OTHER	31145	59 PRIZES OF	1,000
ALL	–1145	480 PRIZES OF	100
ALL	––1455	4860 PRIZES OF	25
ALL	311––	5940 WIN'FALL PRIZES OF	5 TICKETS *
		FIFTH PRIZE NUMBER	
50	62857	1 PRIZE OF	$100,000
ANY OTHER	62857	59 PRIZES OF	1,000
ALL	–2857	480 PRIZES OF	100
ALL	––8575	4860 PRIZES OF	25
ALL	628––	5940 WIN'FALL PRIZES OF	5 TICKETS *
	TOTAL	56,700 PRIZES	$2,322,000

*For next draw

$25 tickets may be redeemed at Ontario branches of Canadian Imperial Bank of Commerce.

Win'fall prize tickets must be claimed within two weeks of this draw — and only from designated Wintario Win'fall retailers.

Next draw: October 26 from Nobleton

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NOW 59¢

288 ONLY
PEEK FREAN COOKIES
14 Oz. Bag
K mart Reg. Price 1.29
LOOK HOW YOU SAVE
NOW 89¢

36 ONLY
10" TROPICAL PLANTS
Assorted
K mart Reg. Price 12.99
NOW
LOOK HOW YOU SAVE
9.99

144 ONLY
DRY-MOUNT PHOTO ALBUMS
8 sheets, 16 pages.
K mart Reg. Price 2.77
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LOOK HOW YOU SAVE
1.47

144 ONLY
BOYS' FLANNELETTE PYJAMAS
Sizes 8 to 16
K mart Reg. Price 6.44
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LOOK HOW YOU SAVE
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288 ONLY
DELSEY BATHROOM TISSUE
4 roll pkg.
K mart Reg. Price 1.27
NOW
LOOK HOW YOU SAVE
77¢

60 ONLY
ABC LAUNDRY DETERGENT
6 litre size
K mart Reg. Price 2.39
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