Fifth of a series

Owner of Acton Home

Hardware, Mr. Kinal was not

new to the retail business

when he settled in Acton five

years ago with his wife and

two children, Charlie, 15, and

Susan 12. For 141/2 years he

worked for S.S. Kresge Co. in

stores all over Canada. From

there he went to K Mart in

Brampton where he was

After commuting for a few

years to Brampton from

Oshawa each day, Mr. Kinal

heard Mac Symon had his

small hardware business up

for sale in Acton. Both the

Kinals love small towns and

decided to buy the business.

has lived here, all four mem-

bers have become very act-

ively involved in Acton and its

It was Mr. and Mrs. Kinal

who originated the Santa

something which has been

Both Mr. and Mrs. Kinal

have been on the Acton

Figure Skating Club exe-

cutive, Mike once being

president. Both children have

Mr. Kinal was also a man-

ager of an all star juvenile

hockey team, and on the past

executive of the Wellington-

Waterloo Hockey Assoc-

iation. Son Charlie plays

In addition to all this, Mr.

Kinal has also been a mem-

ber of the Acton Scout group

He is currently a member

going strong ever since.

organizations.

taken lessons.

hockey himself.

committee.

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In the five years the family

his store has also.

Survey reveals facts on paper readership

dom survey revealed that the front page and the classified pages are the most widely

read by both men and women. The survey was conducted by high school teacher Boris Shean's first semester marketing students who went door-to-door

proximately 500 homes. All subdivisions and the older part of town were visited. The survey included such questions as daily newspapers and magazines read, and asked for a break down of individual reading habits of various pages and features in the paper, whether regularly, occasionally or never read.

At the 500 homes visited, some 350 people said the Free Press is received regularly in their home. Another 86 persons said it was not. The balance of questionaires had to be disqualified during the tabulation by a Free Press reporter as pertinent information was not given, or filled out incorrectly.

The men tell reading it regularly. Thirty- the paper.

The next most popular among the men was the classified pages, with 86 regular male readers. Three men turn to this part of of the paper first.

six men turn to this section

first, with 45 men reading it

The coming events was next in line with 76 regular readers. Four men read this section second, and 13 read it third.

The survey was broken up into five age groups, 20-29, 30-39, 40-49, 50-59, and 60 and

There were 68 .men interviewed in the youngest age group with 22 who didn't receive the paper. The study showed that the front page and the sports section were tied for regular readers with 37 each. In the further breakdown, 18 men read the front first, and 16 read the sports never read either page.

The next favorite was the followed by the family page classified pages with 28 with 12 regular readers. regular readers. One man said he turned to this section 37 have lived in Acton less first, and 12 said they read it than one year, 69 have lived third. The coming events here one to three years, and were the next favorite with 17 87 have lived here more than regular readers, 18 occasional readers. Advertising and births, deaths and marriages tied for the next spot with 13 regular readers.

In the 30-39 age group, 62 the mail. were interviewed, with 14 who didn't read the paper. The front page had 42 regular readers, with 30 men reading it first. The classified ads were next in line with 27 regular readers, and two men turned to it first. Sports pages see 26 regular readers each week, with nine men turning to it first. Council news was

next with 23 regular readers.

Twenty-nine men read the front page regularly in the 40-49 age bracket, with 22 men reading it first. Sports pages regular readers, and seven persons reading it first. The family page was the next Of the 199 men interviewed, favorite in this age group with 20-29 age group interviewed, 44 did not receive the paper. 20 regular readers. The with 21 who did not receive The study showed that 132 classified pages and council the paper. The front page had men read the front page news were tied in the next 48 regular readers with 24 regularly, with 86 men spot with 18 regular readers women saying they read it reading it first. The sports each, Thirty-five men were first. pages was the next favorite interviewed in this category, among the men with 106 with two who didn't receive death followed with 41

> The front page was once again the forerunner in the 50-59 group, with ten regular readers. Seventeen men were interviewed, with four who do not read the paper. Eight people read this page first. The family page and classified section tied for second place with eight regular readers each, followed y a three way tie between the coming events, advertising, and birth, marriages and deaths, with 7 regular readers. Editorials had six regular readers, and the sports was tied with council 46. news with five regular

group, 17 men were inter- front page led in regular viewed, with two who did not readers with 34. Twenty-three receive the paper. Fourteen read it first. The advertising men read the front page was in second place with 25 regularly, with eight reading regular readers, followed by it first. Thirteen men read the 24 regulars in the births, marfirst. In each case, one person sports pages, editorials and riages and deaths. The coming event regularly, editorials have 23 faithful

Of the 199 men interviewed,

Of the homes interviewed, 98 readers have home delivery, 52 papers are store bought, and seven received in

The front page was the most popular among the women interviewed with 188 regular readers. Of this figure, 109 read it first. Classified section was the next most popular part of the paper among the women with 138 regular readers. Eleven women said they turned here first, 19 read it second and 22 each. read it third.

The family page has 134 regular readers each week, followed by the coming trailed a close second with 25 events and the advertising with 124 and 122 regular readers respectively.

There were 85 women in the

The births, marriages and regular readers. The family page was the third most popular with 40 regular readers, with the classified section having 39 regular

Eighty-five women were interviewed in the 30-39 age group, with seven who never read the paper. Of this number, 68 read the front page regularly; and 44 reading it first. The family page followed in populwrity with 60 regular readers. Classified ads had 58 regular readers and the births. marriages and deaths with

There were 48 women interviewed in the 40-49 age group. with ten who do not receive In the 60 and over age the paper. Once again the

The front and family pages were the forerunners in the 50-59 age group. There were 39 women interviewed, with four who did not read the

regular readers with family page having 23. Births, marriages and deaths 20 regular readers closely followed by editorials with 19. Coming

events had 18. Thirteen women terviewed were over 60 years of age, and only one of this age group did not receive the paper. Eleven women are regular readers of the front page, but only four read it first. The family page was the next most popular page with nine regular readers followed by the births, marriages and deaths and the coming events with eight regular readers each. Editorials and advertisements placed third with seven regular readers

Of the 270 women interviewed, 146 have lived in town more than three years, with 75 of them living here one to three years. Forty-five of the women have been here less than one year.

Home delivery is the most Claus parade a few years ago, popular with 139. Papers bought in stores totalled 78, and five people receive the paper in the mail. Papers, magazines

The Toronto Star seemed like the most popular daily paper read by local residents, with the Globe and Mail and the Sun behind by a wide National margin. graphic, Readers Digest, Chatelaine and Playboy were the most popular magazines.

One of the main reasons the people who do not take the paper gave was they "work out of town and are not interested in Acton". Other reasons were: no time, and can't afford it.

Chamber of Commerce. He is also on the board of manage-Mike Kinal is, to borrow the of the Business familiar phrase, a sign of the Improvement area planning times. He himself has not for the new face-lifting of only grown with the town, but Acton's main street.

Kinals keeping pace

with Acton's growth

And to prove he practices what he preaches, Mr. Kinal has opened a new store adjoining the hardware business. He has gone to every effort to make sure the store



MIKE KINAL, owner of Acton Home Hardware, has made sure his store has grown with the town. Just recently he expanded his store and brought in jewellery, cards, and gifts.

complements Mill St. both inside and out.

Jewellery, cards and gifts can be found in the new

thing about the store. He feels

it is better for the customer

and for the student. Right

now, there are five students

on part-time, who are Charlie

and Susan Kinal, Debbie

Neely, Judy Pink and Patty

Gordon. The full-time staff

consists of assistant manager

Wally Ella, Tony Zmija,

Van Fleet and Norma

voices to payroll. The staff feet.

five years. With the entire family portion opened just two weeks working in the store, Mr. Kinal says, it is hard to get Mr. Kinal is very selective away on a vacation. He pointed out he has not had a about the kind of people he holiday in several years, but has working in his store. He shrugged his shoulders and likes to train students and admitted "That's what hapkeep them on for several pens when you are in business years, rather than have a steady flow of newcomers for yourself!" who have to be taught, every-

has grown from Mr. and Mrs.

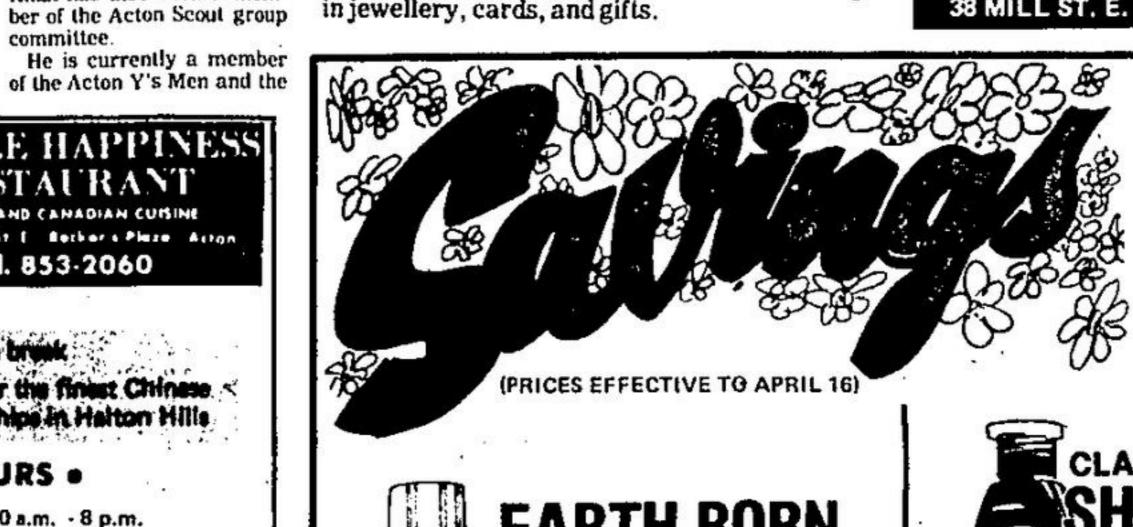
Kinal and Mac Symon in just

Severance granted

A severance was granted by the Halton Regional Land Division Committee to Robert Ballentine for land on High-Dodie McGilloway, Annetta way 7 near the Fourth Line. The severance, granted Thornhill, who works in the March 22, is for residential new section. Mrs. Kinal does land. A lot levy is to be paid.



all the office work from in- The lot is about 19,000 square



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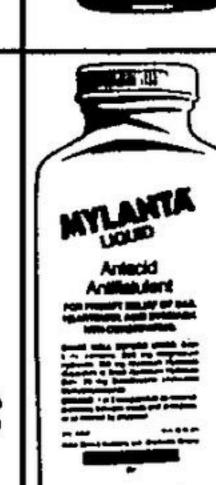
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Seven per cent raise for staff

creases were approved for 172 office, clerical employees Region by Administration Committee Wednesday.

The adjustment is comparable to that settlement awarded to the members of IBEW. Outside workers at the region are represented by

In a report to the com-mittee, Personnel Director Dennis Camm said the region was restrained in what it could offer by the Anti-Inflation Guidelines but he felt the rates being paid were competitive.

Raises of six and seven per cent were also awarded to people in management and positions. Ceilings of \$1,600 were put on increases for positions. During the same meeting

the committee approved a suggestion by Mr. Camm that provide for reproduction of the coat of arms as well as a gift worth about \$25 upon retirement. The gift could be in mer-chandise or cash.

Raise for chairman

Brian Fletcher, Halton Land Division Committee's new chairman, will receive a

\$5,000 stipend per year. That represents an increase of \$1,000 over the amount paid Les Preston who served as that committee's first chairman. He held the post for three years.

Mr. Preston was appointed by council to chair the committee for the first term, but Mr. Fletcher was elected chairman at a recent committee meeting.

Swing along

Swings and play equipment have gone up in the park. A sign of spring!

Closed

MP Dr. Frank Philbrooks' riding office will be closed Easter weekend until April

