

BMX races at Optimist fair

Bang-o-rama May 23

Plans for a "bigger and better" Bang-o-rama are nearing completion, event chairman Norm Guthrie told The Herald last week.

Sponsored by the Georgetown Optimist Club (which is currently raising funds for a special lift for handicapped students at Georgetown and District High School), Bang-o-rama is set for May 23, a holiday Monday.

As in previous years, Bang-o-rama will make full use of Georgetown's Fairgrounds Park acreage. Gates will open at 8 a.m. and most Bang-o-rama events will wrap up with a spectacular \$5,000 fireworks display.

This year's admission for children and seniors will be 50 cents and \$2 for adults. An entire family, regardless of size, can have fun for a \$5 admission fee.

There's a new twist in this year's admission regulations, one that's bound to appeal to fun-loving youngsters. Any child who submits a postcard with his or her im-

pression of Bang-o-rama and who uses the word "Optimist" in it, will get into the event for free. The contest is being coordinated through area schools.

While there are still more events to be announced - watch The Herald for Bang-o-rama details - here are some of the things bound to make this year's event a real "blast":

--popular Fairmount Amusements will return this year with its variety of arcade-type games and other interesting diversions

- the bingo will move from the Armouries building to another part of the park to better accommodate the anticipated large crowd

-for the first time, the Optimist Club will incorporate its annual Bicycle Rodeo with Bang-o-rama. The rodeo is a competitive event which helps teach youngsters the rules of safe bicycle riding. Rodeo time is 9 a.m.

-another type of bicycle competition - BMX racing - is also planned for

the 1983 Bang-o-rama. BMX racing is similar to moto-cross dirt biking, only the small, rugged BMX bikes rely on pedal power, not small-cycle engines. Entry forms can be found on page of this edition of The Herald

- companies interested in setting up a commercial display should contact Optimist Neil Frawley at 877-4170.

Old favorite events are also returning to Bang-o-rama. Keep an eye out for the decorated

bike contest and the art competition. There will also be a western horse show, track and field events and the Halton Hills Jills will be back this year with more fine gymnastics displays.

Marketmanship

The Canadian economy is beginning to grow again and as it does it will present new opportunities for small business. But small business owners and managers can't just wait for those opportunities to arrive at their doors. They must actively seek them out and exploit them to maximum advantage.

Management for survival during the recession emphasized the prudent conservation of small business resources. The careful budgeting, tight inventory controls and other survival measures are as necessary as ever. But now, with the economic prospect brightening,

small business people can begin to develop and implement their own strategies for growth.

Most entrepreneurs have at least a general idea of where they should look for new growth. There may be new lines of merchandise which the retailer may now feel can be offered without unnecessary risk. Or there may be new products whose start-up costs the small manufacturer believes can now be adequately covered.

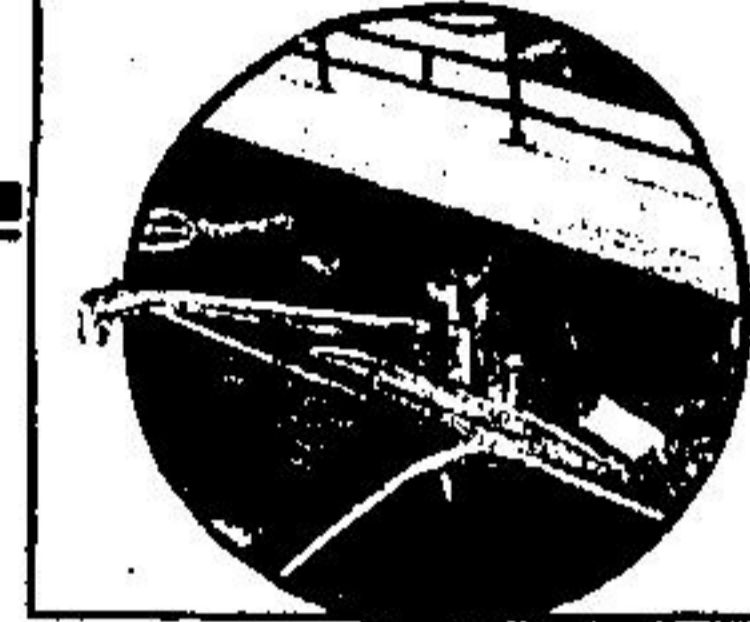
Growth might be geared to an innovative sales promotion or to a plant relocation or to the purchase of more efficient equipment. There are

numerous possibilities, each requiring its own strategy for implementation. The problem for many small business people is to know all the conditions which must be met if their growth strategies are to be successful.

The starting point is a detailed plan. The retailer, for example, should start by determining the size of market for the new lines of merchandise. Size of market will enable realistic sales projections to be made which, in turn, will enable the retailer to determine how much of the new lines should be ordered, how quickly they can be turned over.

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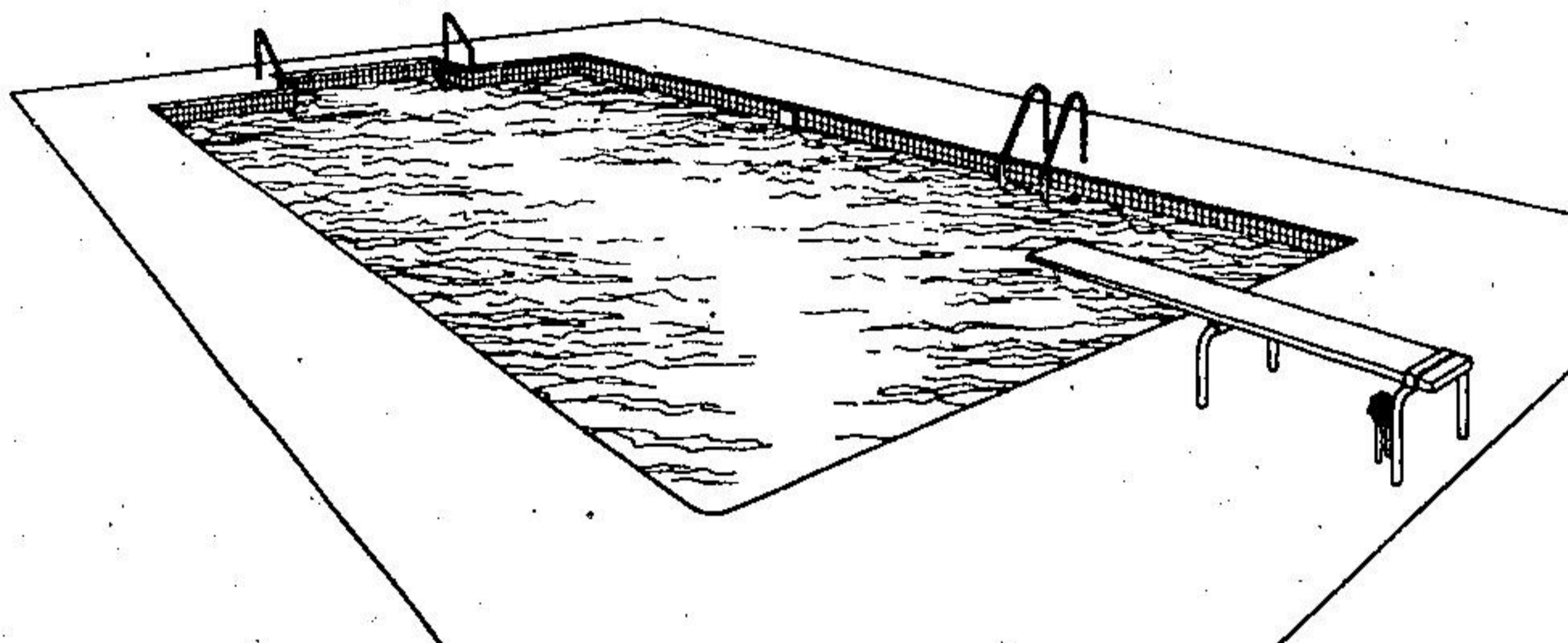
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