

# EFCO strives for excellence

Since 1965 the decision was made by Economy Forms Ltd. head office in Des Moines, Iowa to manufacture standard EFCO's and special customized forms at 30 Todd Road in Georgetown.

The most important characteristic of EFCO's origin and growth through the years has been its continued devotion to EFCO customers' and the construction industry's changing needs. This has led the company to develop new products on a continuing basis.

Over the years, EFCO has provided service and steel forms for concrete construction to the Toronto building industry. The following is only a partial listing of such projects: CN Tower, Skydome Stadium, Toronto City Hall, Royal Bank Plaza, Toronto-Dominion Tower, Hotel Toronto, Chelsea Inn, Guardian Exchange Tower, Sun Life Tower, Gardiner Expressway, Cambridge Suites,

Yonge and Richmond Centre.

On Feb. 7, other new products were introduced to the construction market. The E-Beam, EFCO Flying Truss System, 6X6 Super Stud Junior, Super Stud Truss System, EFCO Flipper Lock and Super Stud Rotating Screed will now complete the product line and meet the ever growing needs of the concrete forming industry.

These new products will be marketed world wide. Economy Forms Corporation will further introduce these new products at the World of Concrete in Atlanta, Georgia in February 1992 and also at Bauma '92 in Munich, Germany in April 1992.

Building on the firm foundation of EFCO's first 57 years - 57 years of innovative solutions for the concrete forming problems of the construction industry - EFCO will continue to provide new solutions to problems yet undreamed of, on into the '90's and beyond.

## Prepare in advance for Valentine's Day

With Valentine's Day on its way, many florists are getting ready for the rush of lovers who want to express their feelings through flowers, or for those who simply have no other idea.

"The most popular are roses," said John Fendley of Fendley Florists on Guelph Street, in Georgetown. "Most guys do not know anything, so they walk in and ask for a dozen roses." Mr. Fendley said other blossoms are also popular in arrangements, such as daisies, carnations and alstroemeria, which is similar to the lily.

The idea of sending flowers has been around forever. It has been around so long, in fact, that certain colors evoke different meanings and sentiments.

Some meanings may vary and it

depends on who publishes them, said Mr. Fendley.

The most popular color for roses is red and is perfect for lovers because it signifies eternity.

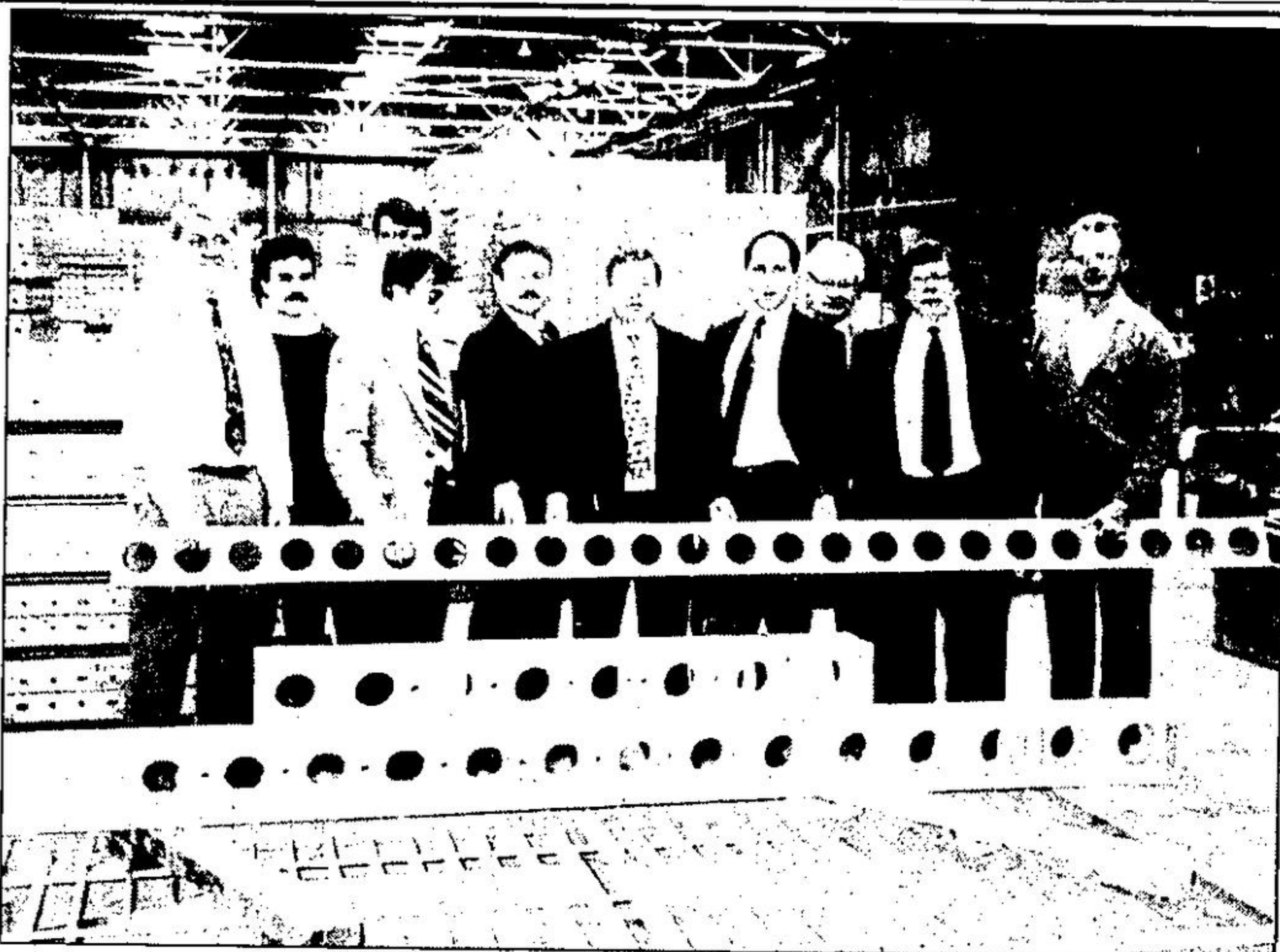
If white and red are mixed together in a flower, such as a mixed carnation, or in arrangements, it is supposed to evoke unity.

Friendship can be expressed by giving someone a yellow arrangement or flower, and white flowers are meant to express sincerity.

Mr. Fendley said he is looking forward to Valentine's Day but he reminds people not to wait until the last minute.

Valentine's Day can be very memorable and many touching, and sometimes strange, things can happen.

Mr. Fendley remembers a particular incident on one Valentine's Day. "One fellow came in and he was really hung up on Valentine's Day. He wanted to buy everything in the store. He had bought this stuffed gorilla - Maurice the Amorous Ape. He left with his hands full of flowers and things, with this incredible smile on his face. He was really into it. But it is kind of hard to write or talk about one incident because a guy carrying out a single red rose could have the same smile on his face," said Mr. Fendley.



### New product lines

Shown in this photograph from left to right is - Dixon Benshoff, Regional Engineering Manager; Bernie Poirier, Field Service Representative; Nened Tepes, Engineer; Dick Akerman, Maritime Sales Representative; Dennis Norton, Canadian Sales Manager; Bernie Savard, President/V.P., Mgr. of Interna-

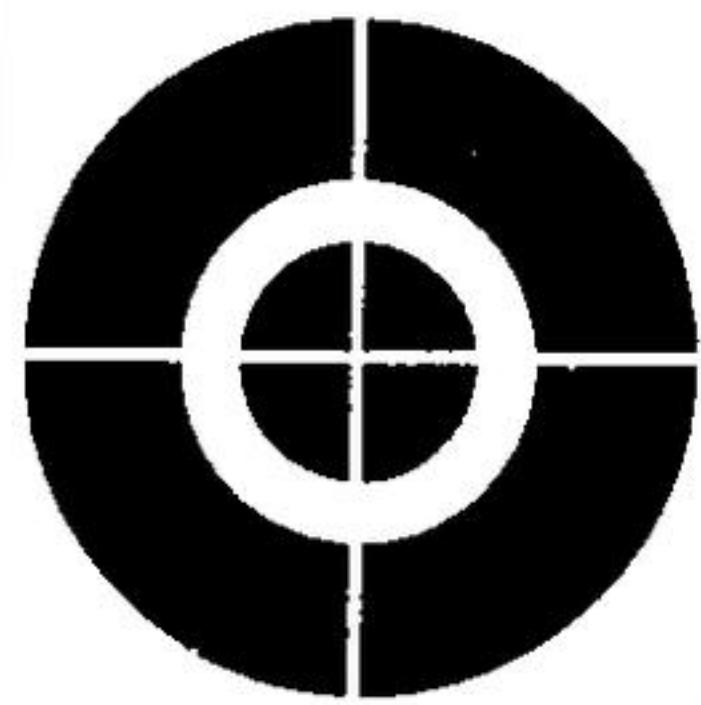
tional Operations; Benoit Parenteau, Quebec Sales Representative; Harry Mulvenna, Ontario Sales Representative; Mike Burton, Ontario Sales Representative; and Jerry Verrette, Canadian Manufacturing Manager. (Photo submitted)

### Our mistake

In last Wednesday's Business section of the Herald, former GDHS student, Gary James Gillespie, was welcomed to the local chartered accountants firm of Goebelle MacAdam Alexander.

A picture also appeared with the story.

Unfortunately, Mr. Gillespie's last name did not appear under the picture. The Herald apologizes for the oversight.



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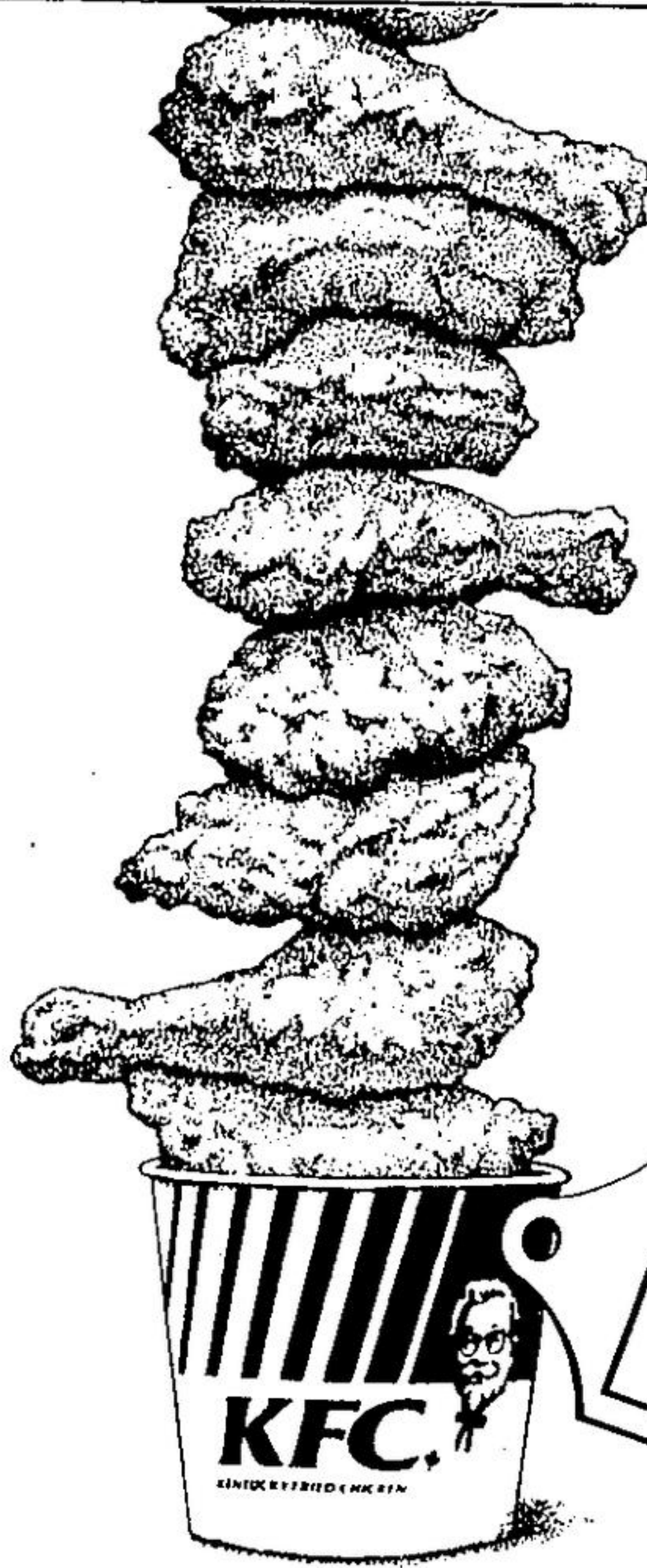
*to share in*

**THE GRAND RE-OPENING**

*of our new office in Norval, on*

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