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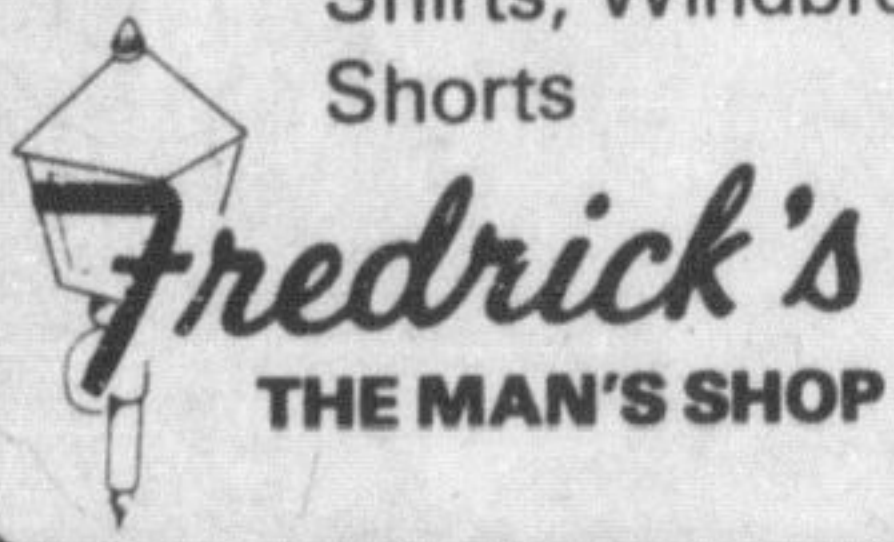
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ments to the streetscape have made it a more attractive place to shop, and
several new retail shops are coming to complement the good mix of existing
stores. Milton's charming town core boasts a variety of goods and services,
friendly clerks and comparative prices. Each week on this page, we invite you
to meet and learn a little more about the background and philosophy of the
individual stores, their services and their people.

**AUDREY MEREDITH
SCHOOL OF DANCING**

By Linda Kirby

Audrey Jesch is one of those rare people who has been able
to combine a special love with a career to produce a first rate
business enterprise.

The owner-manager of the Audrey Meredith School of Dan-
cing in Milton and Streetsville, Mrs. Jesch last year opened a
boutique, The Dancewear Centre, adjoining her 198 Main St.
dance studio.

A former professional dancer herself, Mrs. Jesch is no
newcomer to the world of teaching.

She started her first dancing school in Toronto in 1951, of-
fering classes in tap, ballet, jazz and social dancing.

She later moved to Mississauga and opened a dancing
school.

In 1973 she and her husband Ernie and three daughters
decided to make a move to Milton.

"It seemed like a nice little town," she said, and while still
operating the studio in Streetsville, opened a second school in
Milton.

Teaching is very much a full time occupation for her.

"It is a business you don't go into unless you want to
dedicate your whole life to it," she explained.

Personal satisfaction is her biggest reward.

And she has also watched many of her young pupils
develop their talents from the age of three years to the point
now, where at 18 years they could become professional dancers.

The school in Milton has approximately 150 students and of-
fers classes for both children and adults.

The business has become over the years a family affair.

All three of Mrs. Jesch's daughters teach at the two
schools.

Vicki, 27, a Burlington school teacher gives dance lessons
in Milton; 23-year-old Joyce, a full-time Gulf Oil employee,
teaches dancing in Mississauga and Kim, 20, an interior
decorating student, manages The Dancewear Centre and
finds time for giving lessons.

Audrey Jesch takes great pride in her school and pupils.

"There are all kinds of dancing schools around. Anybody
can start a school and the competition is heavy, but while the
quantity is there, the quality is not always."

"I am very interested in developing the quality and keep-
ing the standards up. My pride in my work is important. And
I don't need to lower my standards to get more students."

Although dance recitals, shows, and competitions do play
an important role in her school, she is careful not to push
pupils.

"We work to encourage kids. But I wouldn't just put them
out and hope for the best."

Her students do, however, enjoy putting on shows for all



Audrey Jesch, right, owner-manager of The Aud-
rey Meredith School of Dance and daughter Kim
are pretty close to being business partners with
the opening of their clothing boutique, The
Dancewear Centre.

types of local events and make regular visits to Milton
District Hospital.

"The kids just love it and the people feel like you have just
given them the world."

Recently a group of her pupils competed at the Peel Dance
Festival in Bramalea City Centre, a prestigious event, and
placed third.

Much of the material for the dance routines comes direct
from big American shows.

As a member of the Dance Masters of American Inc., Mrs.
Jesch travels regularly to conventions in New York and Las
Vegas to look for new material and ideas.

Mrs. Jesch is also a regular at special dance teachers'
clinics along with her staff.

Several other teachers have also taken entrance exams to
the Canadian Dance Teachers' Association, an organization
dedicated to improving the level of dancing and the quality of
teaching.

More recently the Association has been responsible for the
introduction of examinations to determine dance levels for
pupils.

"Going to dancing lessons or any kind of lesson is a basic
learning experience. It is a means of self-discipline and this
is what the children need."

First located at 157 Main St., the shop was moved to a
larger facility next to the dance studio and has expanded to
provide an entire range of sports clothes and accessories.

Daughter Kim Jesch does all of the buying and ordering
and pretty well runs the shop herself.

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