

SPECIAL THIS WEEK!
ALL SUMMER FOOTWEAR
 Sandals, Thongs, Casual Shoes, Running Shoes at
DRASTICALLY REDUCED SUMMER SALE PRICES!
 SHOE REPAIRS TAKEN
Elio's Footwear
 221 Main St. 878-6902

Summer Sale
20% to 50% OFF
 All Summer Stock - Shoes, Sandals, Purses, more!
Select a FOOTWEAR
 250 Main Street 878-7665

Knights MEN'S WEAR
 We cordially invite all our friends to join us for up to 50% Savings at our
50th ANNIVERSARY CELEBRATION
Now In Progress!
 Same Day Service. Expert tailor on Premises. Late night shopping - Thurs. & Fri. to 9 p.m.
 202 Main St. Milton 878-4472

Speaking Photographically . . .
 • Cameras • Lenses • Darkroom Supplies
 • Film • Photo Processing - WE HAVE IT ALL!
Borland's
 207 Main St. 878-6012
 17 Wilson Dr. 878-6665
 Dorset Park Plaza 878-1575

Flowers for Your Wedding by

 FLOWER & GIFT SHOP
 Let our Floral Designers help you choose the right flowers for your Perfect Wedding.
 228 Main St. 878-9501
 Parking at the Back Door

You Are Cordially Invited to SHOP DOWNTOWN! Come on Down - SEE HOW WE'VE CHANGED!



MILTOWNE CENTRE

A Cool Investment
 In home comfort that saves energy and accents decor with attractive designs to suit any lifestyle.

Tri-Co Lighting
 11 Martin St. Milton 876-1575

FREE COFFEE
 While washing your laundry in our quality Wascomat washers have a "FREE COFFEE" on us.
 "we won't take you to the cleaners!"
MILL STREET COIN LAUNDRY
 two locations . . . 182 Mill St. & Milton Mall

With the addition of several new stores in Miltowne Centre, Tri-Co-Corp Lighting, The Tackle Shoppe, The Open Book, Keith Salisbury Photography, Clothes Cents, Cindy's Canine Grooming, to name a few, shopping downtown keeps getting better! The recently completed landscaping and the continued efforts of merchants to "freshen up" their store fronts combine to create a delightful, shopping atmosphere. Friendly, personal service is the aim of all Miltowne Centre merchants. Come on down . . . see how we've changed!

McCUAIG INSURANCE LTD.

By Linda Kirby
 When Peter McCuaig graduated from high school just over 11 years ago, he wasn't at all certain of his future plans. He contemplated university, but his father talked him out of that and into the family insurance company business, McCuaig Insurance Ltd. Today he shares the partnership of the company with his mother June and states he has no regrets about his choice. Located at 208 Main St., McCuaig Insurance Ltd. represents a well established firm in Milton and will celebrate its 25th anniversary next year. The business opened in 1957 when Peter's father, Robert McCuaig purchased the company from Tom Ramshaw. According to Peter, this job allows him the opportunity to meet people and enjoy a fairly liberal schedule, something he values considerably. McCuaig Insurance Ltd. is set apart from such major enterprises as All State, State Farm, Liberty Mutual and C.I.A.G., in that the company is an independent insurance firm. Providing coverage of all manner including auto, home, fire, life, farm, recreation vehicles and commercial, McCuaig Insurance Ltd. boasts customer service that cannot be found with larger firms. As an independent agent, the company is able to do the shopping for the customer for various policies, eliminating much of the headache that comes with finding a suitable insurance firm. "What it means for the consumer is that he or she can walk into an independent agency and obtain any kind of coverage he or she requires," he explained. Unlike major "captive" companies, whose sole purpose is to provide a select kind of coverage, independent agencies can provide a range of choices at competitive rates. "They are out to provide a service both to the company and customers. Their ability to do the job well determines their success," he said. Working on behalf of individuals, the agents are more likely to work much harder to please the customer than large companies who are more concerned about hanging onto every cent, he said. The independent agent provides a personalized service for the customer, advising the best policy according to the need. Mr. McCuaig notes that consumers should not choose a policy because it is cheaper than another. "Price is not a main factor. You have to look for quality and you are only getting what you pay for." A good company is not necessarily expensive, but a bargain insurance firm may not provide the prompt and quality service that a few extra dollars could buy, he pointed out.

THE ICE BLOCK
Special This Week!
F.G. BRADLEY BONELESS NEW YORK STEAKS
 20 - 6 oz. 16 - 8 oz. \$39.99
 Reg. \$48.
 Try our NEW Chicken Fingers, also Seafood, Vegetables, Crepes
 3300 Fairview St. Burlington, Ont. 634-8703
 246 Main St. Milton, Ont. 878-3454

If you're ready for some pickin' or strummin' this summer see our selection of
 • BANJOS
 • GUITARS

Milton Music
 "FOR THE TALENT BORN WITHIN US" LTD.
 223 Main St., Milton 878-1620

Peter McCuaig operates McCuaig Insurance Ltd. at 208 Main St., Milton

According to Mr. McCuaig, consumers are enjoying a bargain with present rates, but he warns that will be short lived. A major rate hike is planned in Ontario in the near future, with some companies estimating increases in the neighbourhood of 40 per cent. The climbing cost of repairing cars which includes expensive parts and high labour costs, is one of the major factors contributing to the rate increase, he said. Auto workers in North America are the highest paid in the world and that will show in the new rates, said Mr. McCuaig. He added liability claims for personal injuries have also risen significantly. Last year independent insurance brokers recorded a loss of \$739.9 million in claims. Inflation is only now catching up with the insurance business, he said. McCuaig Insurance Ltd. includes three— soon to be five— licensed agents. The staff includes office manager Helen Stroud, who has been with the company for 23 years from its early beginnings. Sandy Gibbons has also been with the firm for a total of 10 years. Peter and his wife Debbie have two daughters, Melissa, six years and Jennifer, three. As well as working and living in Milton, Mr. McCuaig is a member of the Milton Lions Club and a member of the Milton Chamber of Commerce. His firm is also responsible for sponsoring a number of Milton minor sports groups including hockey, baseball and bowling teams.

The Dickens
 It's Summer, the temperature is rising and work days are shorter. What better time to treat you and your family to a hearty meal in the air conditioned comfort of our dining room.
 "Milton's Eating and Meeting Place"
 Mill St., Milton 878-6680

Audrey Meredith
School of Dancing
 Get ready for Fall! REGISTER NOW for DANCE CLASSES. Something for everyone - Adults, Teens, Juniors. Registration taken throughout August.
 198 Main St., Milton 878-1303

NOW OPEN!
Sorrento's Pizzeria
 Really Italian . . .
 • Pizza
 • Lasagna, Ravioli, Gnocchi, Cannelloni, Spaghetti, Rigatoni
 • Sandwiches: Veal Cutlet, Sausage, Meat Balls
 HOURS: Closed Mondays
 Tues. to Fri. 4 p.m. to 2 a.m.
 Later on Weekends
190A MAIN ST. 876-1113
 10% OFF PICK-UP ORDERS

The Basques Gallery
 ONE OF YOUR FAVORITES NOW ON SALE -
 Norman Rockwell . . .
15% OFF
 • Plates • Figurines • Framed Prints
 878-0626 (Opposite Knox Church)
 167 Main Street Milton, Ontario L9T 1N7

Charles Hotel
 TASTY SPECIALS
 Hot Corned Beef on Rye \$2.50
 Hot Roast Beef on Kaiser with Dip \$2.75
 270 Main St. E. 878-8962

McCuaig Insurance
 For S-m-o-o-t-h Sailing -
 • Boat
 • Motor
 • Cottage Insurance
 208 Main St. Milton 878-2894

The Handymen are finished!
 The job is done, and we invite you to see our NEW LOOK - Thurs. Aug. 6th, 6 p.m. to 9 p.m.
RE-OPENING SPECIAL - 20% OFF ALL STOCK
Robert Newman
 Shoes Ltd.
 184 Main St. 878-9877

Our Best To You ON SALE!
 3 pc. Suits from 99.00
 Sports Coats from 49.00
 Pants from 14.00
 Dress Shirts from 9.00
 Windbreakers from 9.00

Fredrick's THE MAN'S SHOP
 Expert Tailoring on the Premises.
 248 Main St., Milton 878-3302

Sooner is better
 Denby Fashion Stoneware, Flatware Glassware NOW
30% OFF
 Place your order NOW for September delivery and avoid disappointment.
Delacour's Corner of Main & Martin 878-0050

We will **FRAME YOU** - (or relatives, friends, scenery, etc.) for
15% off (Frames Only)
Clement's Paint Wallpaper Gifts 197 Main St. 878-9232

Headquarters for BACK TO SCHOOL
 • Grade 13 Textbooks
 • SCM typewriters for rent or purchase
Harris Stationery
 182 Main St. 878-6962