

In the early period of growth

In Penetanguishene's early period of industrial growth in the latter stages of the 19th and early 20th centuries, the town and the islands up the shore were a mecca for city dwellers from across North America. Wealthy businessmen, artists, such as the Group of Seven painters, and in some cases members of European royal families came to fish, play and relax at one of the finest resort communities of the day.

The Grand Trunk Railway System served the town, and for a time it was the end of the line, as ongoing passengers transferred to cruise ships for further trips up through the Great Lakes.

But many stayed here for a holiday — from the Seagram family that built the distillery empire, to the Wright brothers, the U.S. aviation pioneers. And for many, the drawing card was The Penetanguishene, billed as one of the very best resort hotels available.

Built in 1889, it offered everything for the pampered guest — from manicured bowling and tennis lawns, to an orchestra that played through the lunch hour.

Before burning in a catastrophic fire during World War I, the owners of the hotel, located at the northeast end of town where Penetanguishene Bay widens out, prided itself on the "annual patronage of the best class of people," and stated as their aim "to provide the best first class hotel at the lowest possible prices, consistent with creditable maintenance."

The words come from a pamphlet published early in the century by manager George Robinson, and his service and facilities, by all accounts, lived up to expectations.

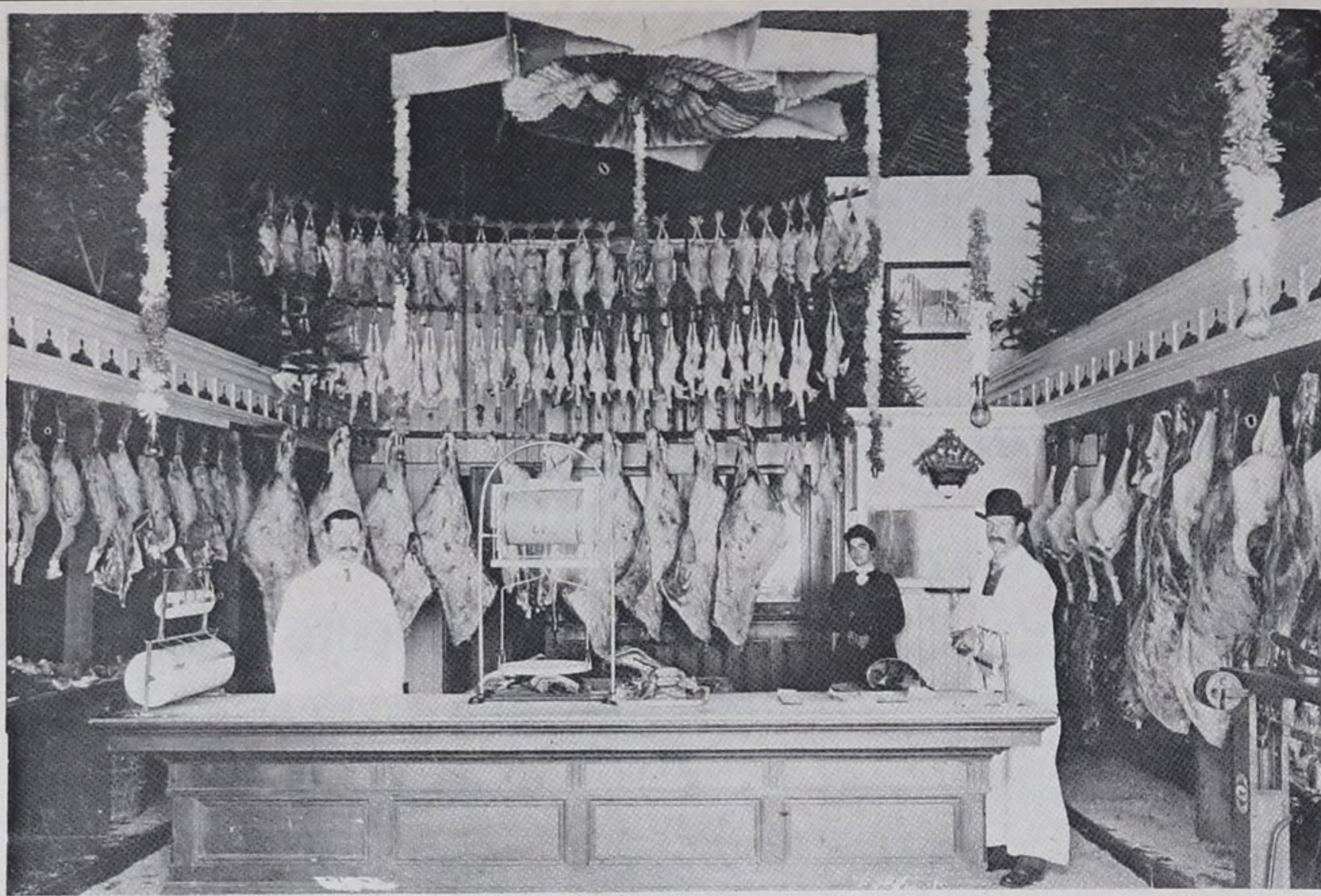
The hotel boasted full electricity, steam radiators and fireplaces. It was a main stop for the steamer Waubic on its daily runs to Parry Sound. And the fishing then was unbeatable, from right in front of the hotel.

It was a tragedy for the area when The

Penetanguishene, like the Georgian Bay House, Palmer House and others

later, was destroyed by fire. Their passing marked

the end of the first glory days for tourism on southern Georgian Bay.



Marshall's Meat Market

Marshall's Meat Market, according to our information, stood south of The Bank of Montreal on King Street in Midland, perhaps where P.D. Murphy's Jewellers is now. This photograph depicts the meat market

before 1920. At the counter are store owner Gib Marshall and clerk Johnny McElroy. The woman in the photo is not identified, but the painting above her is by Dan Patch, a world famous trotter at the time.

Shipbuilding and wrecking

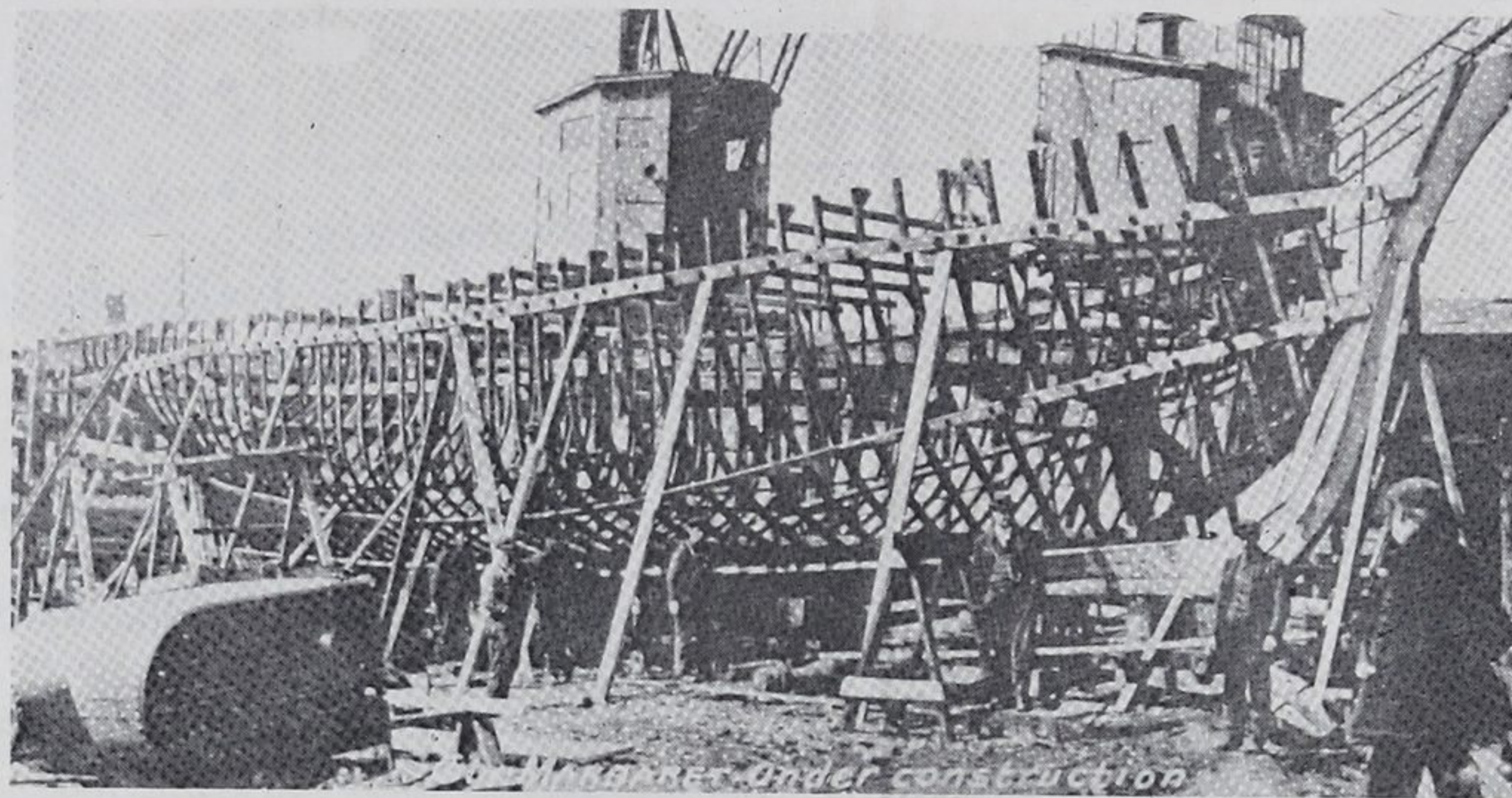
A booklet of old photos was kindly submitted to this newspaper by a reader and records the work at Midland's Georgian Bay Shipbuilding and Wrecking Company. The pictures appear to have been taken in the 1920s and 1930s.

The following information was provided in the booklet:

"Business established in 1887 by Mr. D.G. Dobson. Mr. Dobson's first venture was the construction of the tug Eva Bell. Since then, many fine tugs have been built, among them the Winnana, Audrey C., Beaver, Clipper, Elsie Mac, Lynn B., and the government yacht, Margaret (shown above).

"Mr. Dobson has steadily progressed and on the retirement of Mr. Carson, Sr., who was his partner for two years, he again assumed full control and at the end of 1920 acquired the business of J.G. Gifley and Son, Boatbuilders, which business he is carrying on under the old name.

"In regard to the small boat industry, it may be noted that the requirements of tourists and small boat owners for new craft, repairs, and accessories will be catered to on a more extensive scale than ever... charges will be moderate and all enquiries will receive full and prompt attention."



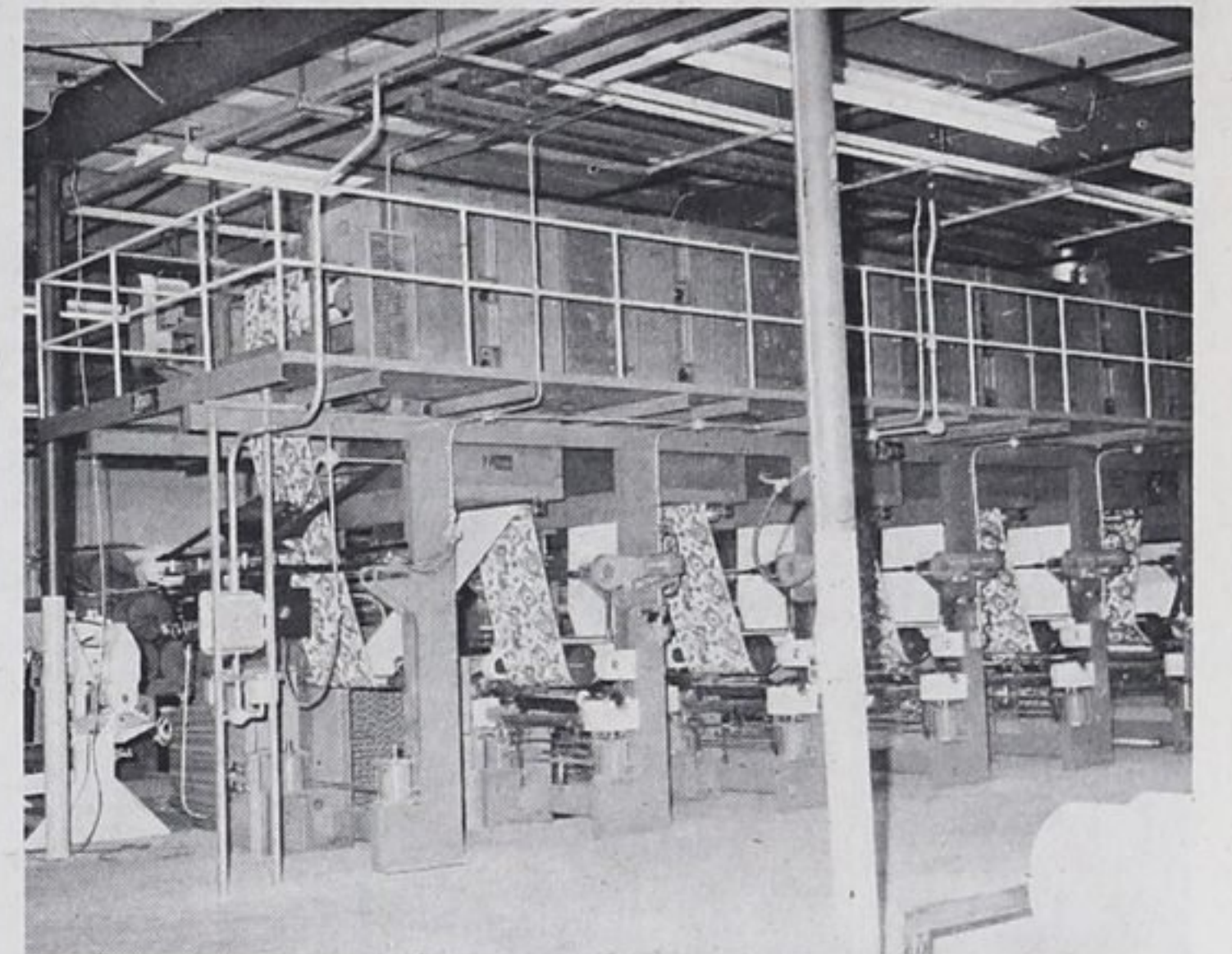
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When it comes to wallcovering, VI-WALL represents the finest expression of quiet refinement. Design and colour combine with skill to convey an image of subtle grace and beauty. This stylistic magic sets us apart from the rest.



Vi-Wall is beginning to penetrate the U.S. market. The company has obviously established a strong marketing direction. There are many things down the line to explore and since we are a young, aggressive firm, we are keeping an open mind. It is possible that we might produce lines carrying our own trademark. At the present time, we are strictly a gravure processing operation producing for the major wallcovering companies in the country.

1847 - 1976

A History Of Keeping The World In Focus

Formed in 1847

Bausch and Lomb's founder, John J. Bausch, emigrated to New York and formed a partnership with Henry Lomb, a captain in the U.S. Union Army. The company was established in Rochester in 1847.

When the Midland Bausch and Lomb plant was built in 1947, the shipyards were the only other major industry, and they were slated to close in the 1950's. B. and L. led the recovery of Midland's industry-based economy.

It continues to contribute significantly to our healthy industrial climate.

Our Midland History

In 1947 a group of young men began training in the basement of Midland's

YMCA to be operators and supervisors for the eventual establishment of a lens manufacturing plant.

Today, one of those young men, Larry Curran, is the Canadian president of Bausch and Lomb. Another one of the young trainees, R.J. Robbins, is the resident manager of Midland's Bausch and Lomb plant on Lindsay Street.

The plant serves a large domestic market as well as exporting products to the United States, Japan, England, and many European countries.

Midland's Bausch and Lomb operation began in 1948, with the building of a factory for the manufacture of single vision lenses and one line of bifocals. Between

1949 and 1956, four more lines of bifocals were added. Today, the Midland plant turns out 95 per cent of the production of photochromatic lenses — the ones that automatically darken in bright light.

Frames

In 1956, Bausch and Lomb in Midland began to make frames for eyeglasses. Today they turn out as many as 50 different frame styles.

Styles in eyeglass frames change, and three times a year, designers from Rochester, N.Y., present the Midland plant with new models. This means re-tooling in the plant, in order to facilitate production of nine or 10 new styles each year.

In 1970, Bausch and Lomb

took another enormous step forward in the lens manufacturing business with the introduction of soft contact lenses. Made only by B. and L., Soflens (Trade Mark) contact lenses conform perfectly to the shape of the eye.

Soflens (T.M.) lenses are exported from the Midland plant to Japan, England, South Africa, Australia, Hong Kong, and Brazil. Presently, B. and L. is looking at the Russian market for Soflens (T.M.).

Through the Midland distribution centre, a complete line of ophthalmic diagnostic instruments is supplied to the Canadian market, together with a full line of consumer products such as readers and magnifiers.

Pictured below is the Midland staff in 1949



Left to Right:

1st Row: Larry Curran, Albert Moore, Don Duncan, Harold Hamelin, Hilda Martin, Betty Asselin, Alice Brown, Peggy Atinburg, Bill Knott, Les Copeland, Charle Roberts, Lawrence Wilcox, Bob Hudson, Bazel Burch, Bill Elrick.

2nd Row:

Bill Kemp, Clarence Scott, Louie Grise, Bea Anderson, Grace Edger, Peggy White, Chris May, Ralph Hart, Cliff Irvine, Tom Bourrie, Mully Snedden, Bea Wall, Martha Colnett, Veronic McCormick, Floyd Fermoil, Bob Thompson Missing: Sandy Turner

BAUSCH & LOMB OPTICAL Co. LIMITED MIDLAND



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Take a look around your home.

Are there items you no longer need ?

You may be surprised at the small fortune you can have by offering those articles for sale through the classified ads.

PLUS

during the month of March you will receive

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When you have items to sell - use the classified pages.

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Midland Times
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FREE WINTARIO TICKET OFFER :

- applies to classified ads placed for the March 10, 17, 24, 31 issues of the Midland Times, Penetanguishene Citizen or the Elmvalle Lance.
- applies to private classified ads only. no businesses please.
- all ads must be paid in advance \$2.25 for 18 words, 10¢ per word over 18 words.
- all ads must be placed by 5:00 pm. Monday for Wednesday publication.