

# Call Contact

526-9333

Hours 9 a.m. to 5 p.m.  
Monday to Friday  
(Except Holidays)

These are a few thoughts with which to start the New Year.

Placidly amid the noise and the haste, and remember what peace there may be in silence... As far as possible, without surrender, be on good terms with all persons. Speak your truth quietly and clearly; and listen to others, even to the dull and the ignorant; they too have their story. Avoid loud and aggressive persons; they are vexatious to the spirit... If you compare yourself with others, you will become bitter or vain, for always there will be greater and lesser persons than yourself. Enjoy your achievements as well as your plans. Keep interested in your own career, however humble; it is a real possession in the business fortunes of time... Exercise caution in your business affairs, for the world is full of trickery. But let this not blind you to what virtue there is; many persons strive for high ideals, and everywhere life is full of heroism... Be yourself. Especially do not feign affection. Neither be cynical about love; for in the face of all aridity and disenchantment, it is as perennial as the grass...

Take kindly the counsel of the years, gracefully surrendering the things of youth. Nurture strength of spirit to shield you in sudden misfortune. But do not distress yourself with dark imaginings. Many fears are born of fatigue and loneliness... Beyond a wholesome discipline, be gentle with yourself. You are a child of the universe no less than the trees and the stars; you have a right to be here. And whether or not it is clear to you, no doubt the universe is unfolding as it should. Therefore be at peace with God, whatever you conceive Him to be... And whatever your labors and aspirations, in the noisy confusion of life, keep peace in your soul. With all its sham, drudgery and broken dreams, it is still a beautiful world. Be cheerful. Strive to be happy.

by Max Ehrmann

Happy New Year from the Staff of Contact, Mary Gibson, Marion Reed and Barbara Emerson.

## OPP make senior appointments, five members promoted

Commissioner H.H. Graham announced the following promotions in senior positions of the Ontario Provincial Police Force.

Chief Superintendent J.W. Lidstone, Field Division, is promoted to the rank of Assistant Commissioner, in charge of Field Division, effective December 1, 1976, to fill the vacancy created by the promotion of Deputy Commissioner K.W. Grice.

Staff Superintendent V.C. Welsh is promoted to the rank of Chief Superintendent and transferred from Central Records and Communications Branch to Field Division, effective December 15, 1976, to fill the vacancy created by the promotion of Assistant Commissioner Lidstone.

Chief Inspector A.J. Wart is promoted to the rank of Staff Superintendent and to assume responsibility as the Director, Central Records and Communications Branch, Staff Services Division, effective December 15, 1976, to replace Chief Superintendent Welsh.

Detective Inspector D.J.A. Alsop is promoted to the rank of Chief Inspector and transferred from the Criminal Investigation Branch, Special Services Division, to the Central Records and Communications Branch, Staff Services Division, effective December 15, 1976, to replace Chief Inspector A.J. Wart.

Inspector S.A. Pierce is promoted to the rank of Chief Inspector, effective December 15, 1976. This officer will remain in Security Branch, Special Services Division.

## Why NOT MIDLAND?



A Pictorial Presentation

Why not, Midland?

## Penny Carnival at YMCA

It's that time of year when school is out for at least a week and the small fry are let loose to do with their time as they like. It's also the time of year for mothers to be especially inventive and innovative if they're to have a moment's respite from stream of traffic that is guaranteed to keep the carpets soggy with snow.

The Midland Y.M.C.A. has come up with a perfect diversion that's sure to please mothers and tots alike.

It's a Penny Carnival! On December 31, starting at 10 a.m., the Midland Y.M.C.A. on Hugel Avenue will hold a holiday penny carnival for children 5 to 12 years of age.

There'll be a fish pond, ring toss, dart and bean bag throw and lots more to keep young, and young at heart, entertained. Further information on the penny carnival can be obtained from the "Y" at 526-7828.

Try a Classified Ad!

## church directory

THE CATHOLIC PARISH OF FLOS  
SCHEDULE OF MASSES  
MSGR Vincent Foy J.C.D.  
322-1200  
Phelpston Sun. 9 a.m.  
Elmvale Sat. 7:30 p.m.  
Sun. 10:00 a.m.

PRESBYTERIAN CHURCH IN CANADA  
Minister: Rev. Sydney McDonald BA  
Phones: The Church 322-1411, The Manse, 322-2453  
Elmvale Church: Christian Education, 10 a.m.  
Christian Worship, 11 a.m.

UNITED CHURCH OF CANADA  
St. John's - Elmvalle  
Minister: Rev. B. Gazzard  
Worship: 11:00 a.m. (Nursery during Service)  
Phones: Church 322-1472, Manse 322-1522  
Wyevalle United Church: 11:30 a.m.  
Waverley United Church: 10:00 a.m.  
Rev. Allan J. McLaughlin,  
Minister

SALVATION ARMY  
Capt. and Mrs. Roy Figley  
The Salvation Army are meeting in the Youth Hall at the rear of 251 2nd St., Midland.  
9:30 a.m. - Sunday School for all ages  
11:00 a.m. - Sunday Morning Meeting  
7 p.m. - Sunday Evening  
Tues. 7 p.m. - Prayer and Bible Fellowship  
Wed. 2:00 p.m. - Ladies Meetings.

Appointments for spiritual help, practical assistance, marriages, dedications, funerals, marriage counselling, suicide prevention, etc. telephone 526-2751 - Captain and Mrs. R.C. Figley.

## THE Great Escape

TAKES YOU TO THE

## BEACHBOYS

"As If Summer Never Ended"

TWO SHOWS: JAN. 16th  
3:00 p.m. and 9:00 p.m.

TICKETS WITH CHARTER ONLY

Get the Beachboys'  
"FIFTEEN BIG ONES"  
At The MUSIC COMPANY  
Huronian Mall - Midland 526-9614

Tickets available at:  
Music Company - Midland  
Wing Jazz - Orillia  
Music World - Barrie

# Chamber publishes attractive brochure

"The best prestige piece for a town of any size" is how Anne Binkley of Raesgo

describes an industrial pictorial brochure commissioned by the

Midland Chamber of Commerce.

The twelve booklet has been in the working stages for over a year and was only recently made available to industries, businesses and govern-

mental offices interested in opening offices and companies in Midland and environs.

All aspects of the Midland scene from recreation to shopping, transportation, community services, industry and living facilities are beautifully portrayed in the more than 40 color and black and white photos that tell Midland's story under the theme "Why not Midland?"

"It's a rich looking booklet - and it is important to have a rich appearance if you're going to attract industry and people to a town,"

Binkley said.

The pictorial concept and captions for the brochure were the work of out-going Chamber of Commerce general manager Ren Moffat.

The Chamber's last promotional booklet, published in 1968, was, according to Chamber secretary Mrs. Carruthers, "full of statistics that are outdated the day after the book comes out." The old adage "a picture is worth a thousand words" would, the Chamber's industrial committee decided, be more effective.

The majority of the

photography work was done by former Midland resident Ray Atkinson who now lives in Thunder Bay. Chamber members had to choose from more than 200 pictures shot by Atkinson over and above industrial photos supplied by local industry.

Atkinson's familiarity with the town was, Binkley pointed out, a definite asset in the photography work. It shows in his sensitive treatment of old and new, recreation and commerce in Midland. "Why not Midland" indeed!

## Celebrities roast Hill at Royal York

The Ontario Federation of Agriculture will honour past OFA president Gordon Hill at a "Gordon Hill Appreciation Night" to be held at the Royal York on January 27.

Hill will be roasted by such notables as Darcy McKeough, Eugene Whelan, Everett Biggs and Dufferin East MPP

George McCague. Tickets will be available on a first come, first served basis from the OFA central office at 387 Bloor St. East, Toronto. Price for the dinner and "celebrity" roast is \$10 per person. Further information can be obtained from Ron Jones.

**CO-OP**

**Farm & Home Fuel Service**

**Feed-Fertilizer-Ag-Chems**

"A Pleasant Place to Deal"

**SIMCOE DISTRICT CO-OP**  
259 Innisfil St. **BARRIE**  
726-6531

**BINGO**

**ELMVALE LEGION, EVERY THURSDAY**

• 20 Games • Specials

\* \$50. jackpot going every night.

**Entry Fee \$1.00 Refreshments**

**ELMVALE SIGNS**

**Truck Lettering - Banners**  
**Metal and Wood Signs**  
**Fluorescent Plastic displays**  
**Animated Signs**  
**3rd dimensional**

**Queen St.**  
**ELMVALE 322-3124**

**AMF SNOW BLOWER**  
**When the Snow is Deep**

SEE IT AT YOUR DEALER  
**Esso LUDWIG MOTORS**  
ELMVALE

**HOW MUCH MONEY DO YOU NEED ?**  
2,500 to 100,000

Pay off all your debts in one clean sweep and have only one small monthly payment.

**I'LL LEND YOU MONEY TO ...**

- Pay off a mortgage
- Combine 2 or more mortgages into 1
- Pay taxes and insurance
- Consolidate overdue bills
- Improve property
- Pay off a loan company or bank
- Purchase car, boat or cottage
- Or for any worthwhile purpose

CALL ME PERSONALLY  
**DUANE PATFIELD**  
**429-3615**  
**GREAT NORTHERN CREDIT CORP.**  
Box 143, Collingwood, Ontario.

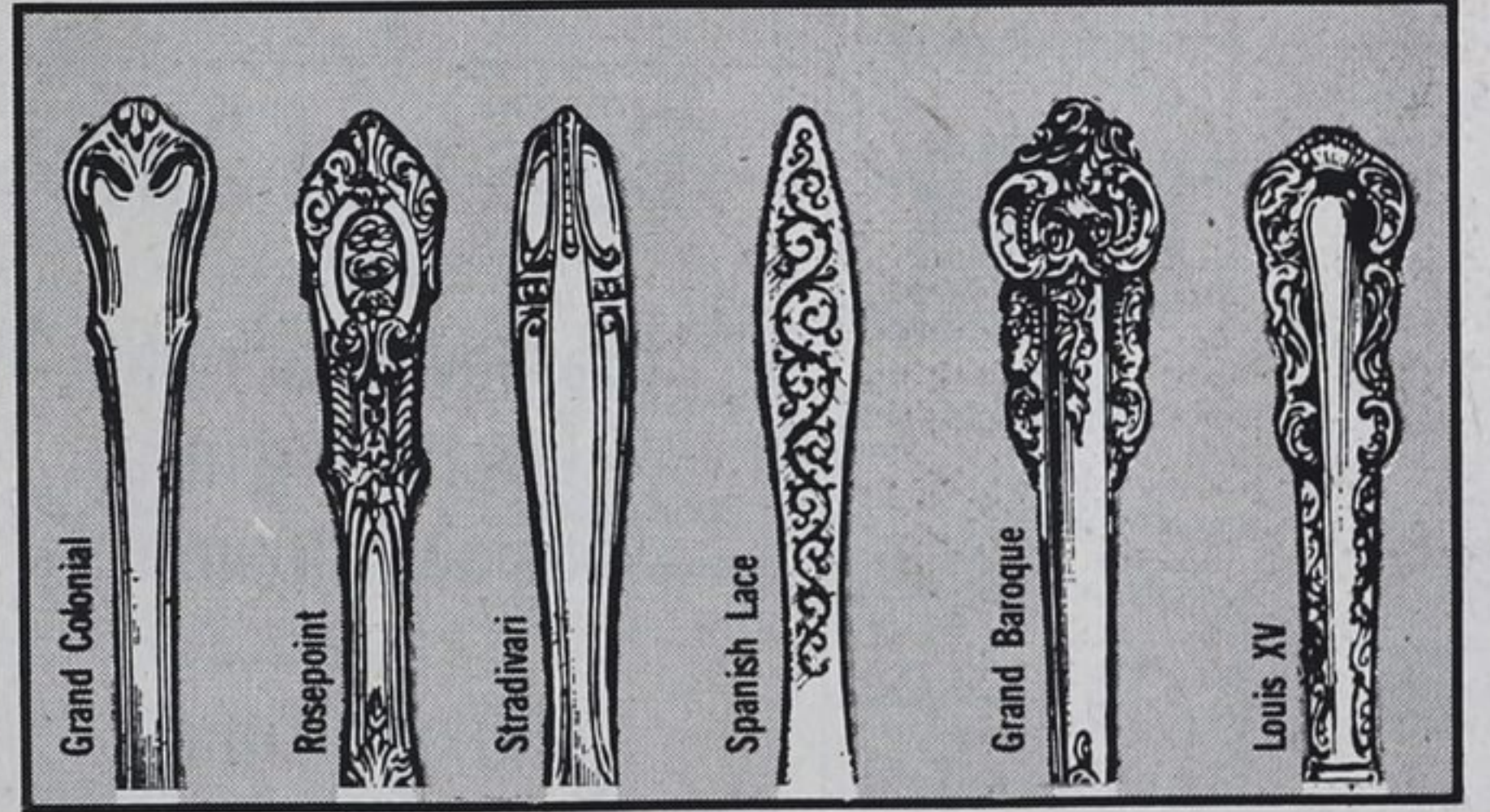
# JANUARY SALE

## OF FAMOUS NAME STERLING SILVER

# 20%

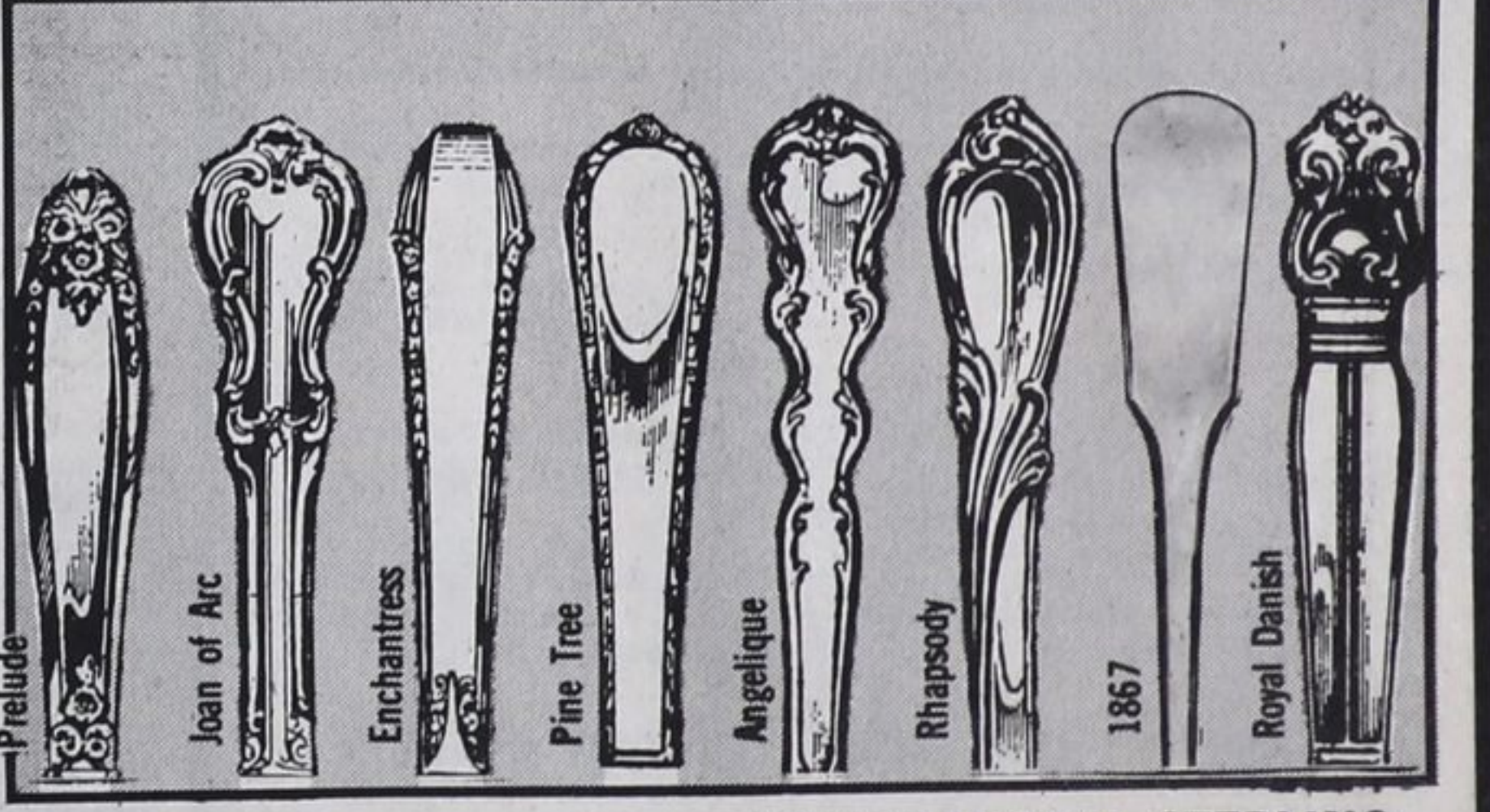
**WALLACE OFF International**

SALE ENDS JAN. 22nd. 1977



		WALLACE STERLING							
		ROSEPOINT, STRADIVARI GRAND COLONIAL		SPANISH LACE		GRAND BAROQUE		LOUIS XV	
	Reg. Price	Sale Price	Reg. Price	Sale Price	Reg. Price	Sale Price	Reg. Price	Sale Price	
<b>SPOONS</b>									
Coffee spoon	12.00	9.60	13.00	10.40	15.00	12.00	11.50	9.20	
Small Teaspoon	15.75	12.60	17.50	14.00	19.00	15.20	15.25	12.20	
Regular Teaspoon	18.00	14.40	20.00	16.00	21.75	17.40	17.25	13.80	
Cream soup spoon	26.50	21.20	-	-	31.50	25.20	25.50	20.40	
R.B. soup spoon	31.50	25.20	-	-	38.00	30.40	30.50	24.40	
Dessert spoon	30.00	24.00	33.00	26.40	37.00	29.60	28.75	23.00	
<b>FORKS</b>									
Luncheon	31.50	25.20	36.00	28.80	37.50	30.00	30.50	24.40	
Dinner	36.00	28.80	41.00	32.80	42.75	34.20	36.00	28.80	
Salad	25.50	20.40	27.00	21.60	31.50	25.20	25.50	20.40	
Oyster	20.00	16.00	21.50	17.20	23.00	18.40	20.00	16.00	
Hollow handle fish	30.00	24.00	32.50	26.00	33.75	27.00	26.75	21.40	
<b>KNIVES</b>									
H.H. Luncheon	24.75	19.80	27.50	22.00	30.00	24.00	23.25	18.60	
H.H. Dinner	29.00	23.20	31.50	25.20	33.75	27.00	28.00	22.40	
F.H. Butter spreader	21.00	16.80	-	-	23.00	18.40	-	-	
H.H. Butter spreader	22.00	17.60	23.00	18.40	24.50	19.60	21.50	17.20	
Hollow handle fish	30.00	24.00	32.50	26.00	33.75	27.00	26.75	21.40	
Hollow ground steak	30.00	24.00	32.50	26.00	33.75	27.00	23.25	18.60	

Serving Pieces in the above patterns available at the same big savings. Allow extra time for special orders.



		INTERNATIONAL STERLING							
		PRELUDE, JOAN OF ARC ENCHANTRESS		PINE TREE ANGELIQUE		RHAPSODY		ROYAL DANISH 1867	
	Reg. Price	Sale Price	Reg. Price	Sale Price	Reg. Price	Sale Price	Reg. Price	Sale Price	
<b>SPOONS</b>									
Teaspoon	22.00	17.60	22.00	17.60	26.50	21.20	28.50	22.80	
Teaspoon small	20.00	16.00	20.22	16.00	24.00	19.20	26.50	21.20	
Coffee	15.00	12.00	15.00	12.00	16.00	12.80	18.50	14.80	
Dessert or Cereal	32.00	25.60	32.00	25.60	36.50	29.20	40.00	32.00	
Cream Soup	32.00	25.60	32.00	25.60	-	-	40.00	32.00	
<b>FORKS</b>									
Dessert or Luncheon	44.50	35.60	44.50	35.60	47.00	37.60	50.00	40.00	
Dinner	48.00	38.40	48.00	38.40	-	-	52.00	41.60	
Salad or Pastry	32.00	25.60	32.00	25.60	36.50	29.20	37.50	30.00	
Seafood	22.50	18.00	22.50	18.00	23.00	18.40	24.00	19.20	
<b>KNIVES</b>									
Dessert or Luncheon	20.00	16.00	20.00	16.00	21.00	16.80	24.00	19.20	
Dinner	22.00	17.60	22.00	17.60	-	-	27.00	21.60	
H.H. Butter Spreader	18.50	14.80	18.50	14.80	19.50	15.60	20.00	16.00	
F.H. Butter Spreader	29.50	23.60	29.50	23.60	-	-	-	-	

\*NOT AVAILABLE IN ANGELIQUE PATTERN  
Serving Pieces in above patterns available at the same big savings. Allow extra time for special orders.



**P.D. Murphy Jewellers**  
"A NAME YOU CAN TRUST"  
**251 KING STREET, MIDLAND**

