

They're not worried

The government's ban on saccharin may have some people worried, but at Penetanguishene's Coca Cola bottling plant nobody seems very upset about it.

Here Kim Bouvier goes about her job of packing the newly filled bottles into shipping cases.

Staff photo

Saccharine ban won't hurt Coke plant

The federal government's ban of saccharine may hit the soft drink industry where it hurts, in the bank account, but Butch Orser, the manager of the Penetang Bottling Company, says he couldn't be happier with the state of the industry.

Orser pointed out this week that the situation is not a new one for soft drink industry. "This is the second time around for us," he said. "They banned cyclamates, and we reformulated and used saccharine. We're now in the midst of reformulating again."

The Penetang Bottling Company, which owns the franchise for all the Coca Cola products sold in this area, won't be hurt in any way by the ban, according to Orser. He said he's confident the Coca Cola company will come up with another sugar substitute before long, and he's hoping this time it will be a safe one.

"The only axe I have to grind is why was it permitted in the first place?" he said. He argued that the time to test a product is before it goes on the market in the first place, "not after the industry has made thousands of dollars in investment."

He's not complaining though. "It's always been our policy to go along with the best interests of Canadians," he

He said the reformulating will cost the company another huge reinvestment, but it will be worth it. "Why shouldn't a diabetic be able to get a good tasting soft drink?" he asked. He said he did not think the interruption in the low calory soft drink

business would result in any lay-offs at the plant, because business has been picking up anyway. The low calory drinks make up only about 10 per cent of the plant's business.

Orser said part of the reason business has been so good lately is that the government has been encouraging the use of returnable bottles. He said although the use of the returnable bottles doesn't really require any more labour at the plant, it does help business, because Coke bought in returnable bottles is about 35 per cent cheaper than Coke bought in throwaway bottles.

The customer gets a good deal, the retailer makes more money, and the company's sales go up, he said. "We're anticipating a good year this year," he said.

In spite of the cost to the company of finding another sugar substitute, Orser maintained he was glad the Food and Drug laws are there. "I'm glad we have those restrictions, because we are protected by them," he said. "I sure wouldn't want to live in a country that didn't have Food and Drug laws."

He did point out though that some of the company's customers do not have the same faith in the federal government he does. He said sales of the banned soft drinks, since the announcement was made, have been better than ever. He said he thinks people may be stocking up on the drinks, and he had to order another shipment from Coca Cola to keep up with the demand.

Rezoning application received

New apartment complex proposed

wanted to build a high-rise apartment building at the entrance to Penetanguishene last spring, returned to the Planning Board Monday night with another proposal

The new proposal is for two apartment buildings, to be built in the area to the west of Church Street, between Don and Yeo Streets. The buildings, which would contain a total of 100 units, would be built on approximately Midland there were only five school aged 4.9 acres of land, and would include an outside playground area, recreational and playroom facilities within the buildings, and

The land is at present zoned holding in the zoning bylaw, and Pin's request to the board is that it be rezoned residential, multiple

density.

Natale Pin, the Toronto builder who natural contours of the land, and would therefore enhance the area

He told the board he had checked out the problem of whether the building, which would be built under the assisted rental program of the Central Mortgage and Housing Corporation, would result in the need for additional schools in the area, and had found that in a similar building in children. He said he did not think number of children who might live there would pose any problem in that respect.

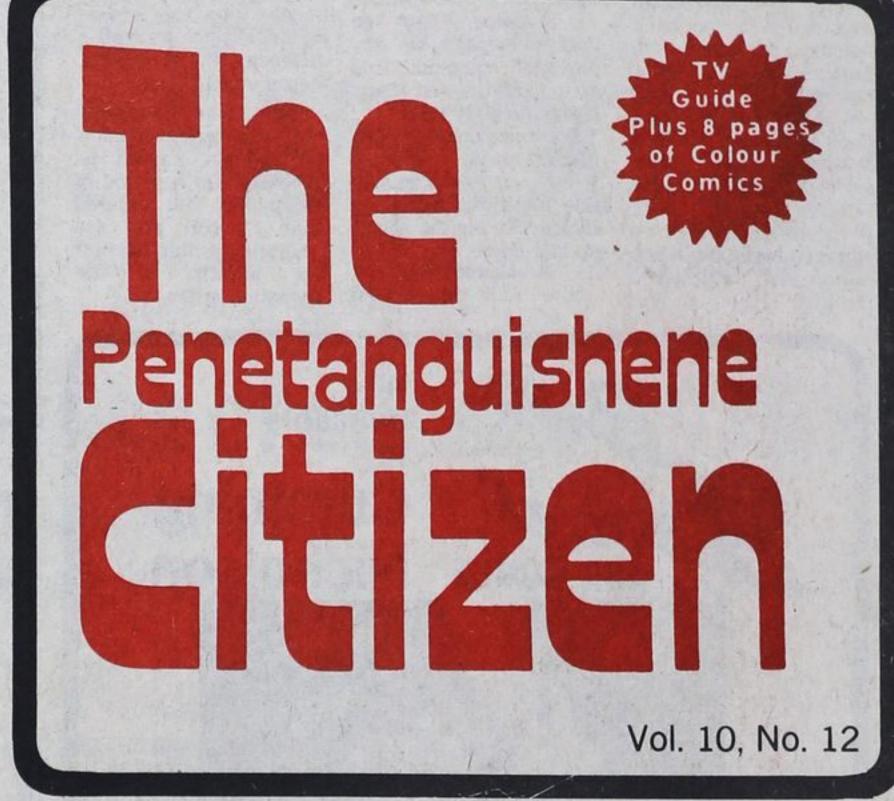
Planning board secretary Paul Hodgins questioned whether it would be advisable to build more than one apartment building in Penetanguishene in one year. He pointed out According to Pin's solicitor, Louis that the municipally owned sub-division Mangoff, the building would maintain the would be coming on stream this year, and

multiple family dwellings are to be a part of that project. He also drew Mangoff's attention to the town's Housing Policy, which sets out a limit to the number of residential

units which should be built in any given year. The board noted that the density involved in the proposed development was within the guidelines established in the town's Official

Plan. One of Pin's major problems with the apartment building he proposed last year was that the number of units per acre was much higher than that allowed under the Official Plan.

The board will consider the proposal further at the committee level, before reaching a decision.



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20 cents

Not yet anyway

White house won't become yacht club

Street, will not be turned into a yacht club, not in the near future anyway.

The Penetanguishene Planning Board decided Monday night to recommend to council that it turn down a request by Eric Alm to have the land on which the White House is situated rezoned Commercial

The board told Alm's lawyer, Bruce Martin, that it was not against the concept of a yacht club on the site, but was recommending that the proposal be turned down at

It looks like the White House, on Fox this time, because not enough information had accompanied the application to the board. Martin was told that Alm had not "done his homework" on some of the aspects of the proposal, and the board could not reach any other decision until it had information from government sources confirming that Alm's ideas on such things as sanitation were technically feasible.

Alm can still re-apply to the board for the zoning change he wants, provided he includes the appropriate information with his ap-

CHAY-FM, in Midhurst

Huronia's first FM station goes on air May 20

Huronia's first FM radio station CHAY, 93.1 on the FM dial will begin broadcasting May 20 in stereo from their studio on Highway 27 near Midhurst, according to station general manager Vin Dittmer.

CHAY-FM's call letters incorporate the CHAY greeting for welcome which originated with this area's Huron Indians and has been heavily promoted by the Huronia Tourist Association. The call letters were chosen to signify the deep commitment to its listeners and to identify with all parts of the coverage area, notes publisher Andrew Markle, president of CHAY.

Huronia area and this should ensure the radio station's interest in local affairs, ac- manager will be John Henderson, formerly cording to Dittmer.

Stephen Crane and Bill Player, realtors from Elmvale are among the several shareholders from this area in CHAY. CHAY will broadcast from 6:00 a.m. to 1:00

a.m. with a signal strength of 100,000 watts. The primary coverage area will be York County, Simcoe County, Muskoka Region and the adjoining Parry Sound area. This covers 350,000 potential listeners.

The programming will be geared toward an adult audience favouring instrumentals over vocal selections. The music selected will be 10 per cent current, 60 per cent recent and 30 per cent past, of this, 20 per cent will be the original hit version, 70 per cent will be a cover version, and 10 per cent will be non

Dittmer hopes to have a sound that is easily recognized when tuning in on the FM dial. "A listener will be able to recognize CHAY by the music they play," says Dittmer.

states that they have been fortunate in receiving mostly local applications, and he has been very impressed by the qualifications of these applicants. When asked if he felt that Georgian College played a part in contributing to the qualifications of the applicants, he said he felt the local community college was a contributing factor, but he has also found that there are many persons in the broadcasting business who are now living in this area. Bob Bowland, former anchor and news The FM station is owned by residents of the man for CKVR, television in Barrie has been appointed news director for CHAY. The sales

CHAY is presently hiring its staff, and

ultimately will employ 20 people. Dittmer

of CKVR and CKBB radio Barrie, Sherman Fysh, former manager of CFOR, Orillia is an account executive. General Manager, Vin Dittmer was the former business manager of CTV in Toronto, and for the past 10 years has owned and operated a broadcasting consultant organization in Toronto. Dittmer plans to

the near future. The building that will house the CHAY FM station is presently undergoing extensive renovations. Located on Highway 27, north of Barrie, it was formerly the Canadian Pottery

move with his family into the Huronia area in

Factory Outlet. The building is being re-styled in three phases, first the renovations of the studio and control rooms with special sound proofing and accoustics. The technical contractor is Pierre La Barre and Associates from

The existing building is being converted into general offices, and an addition to the present building will house the news room, library and additional office space. When complete the building will have 4,000 feet of working area. Karl Fuhre construction from Collingwood is the general contractor.

There are many advantages of an FM radio station over an AM station. FM has the same signal strength day and night, ex-

plained Dittmer. He also said FM sound is clearer and more transparent especially with the added dimension of stereo, which CHAY

There are fewer interruptions in the musical broadcasting, and less commercial content to the programming.

"Ultimately we hope to be the biggest station with the best signal and expect to be the most listened to station in the area." commented Dittmer.

It's at the Legion

Final NIP meeting is to be held tomorrow

The final public East End Neighbourhood Improvement Program meeting will be held tomorrow night in the Normandy Room of the Royal Canadian Legion on Simcoe Street.

At that meeting, the residents of the area will be asked to give final approval to the east end redevelopment plan, a schedule of projects to be undertaken in the east end NIP area. The schedule will show a breakdown of the costs of the projects, and will include a timetable showing when the projects will be

undertaken.

NIP coordinator Steve Fournier said Monday the approval of the redevelopment plan represents the end of the planning stage of the NIP program. He said NIP steering committee has tried to accommodate all the input received since the last public meeting.

Assuming the plan is given approval, it will be presented to Town Council next Monday, and from there it will go to the provincial and

Consumers' Association to meet

The Barrie branch of the Consumers' Association of Canada (CAC) have announced that the Honourable Sidney Handleman, Minister of Consumer and Commercial Relations will be the guest speaker at the annual general meeting to be held in the Consumers' Gas Blue Flame Room on Ferris Lane in Barrie on Monday, March 28,

at 7:30 p.m.

Still four cents a foot

Town won't raise fee for boaters making use of government dock

Recreation Board last Wednesday night.

The recommendation, contained in a report to the board by recreation coordinator Ron Marchildon, called for the fee to be increased from four cents per foot per day, to five cents per foot per day. For the owner of a 17-foot boat, this increase would amount to \$17.00 over the season. The season rate is

determined on the basis of a 100-day season. In the report, Marchildon pointed out that although the government dock operated at a profit last year, the price charged, even at the increased rate, was lower than that

A motion to increase the price of docking at charged for similar services anywhere else the town dock was defeated at a meeting of in the area. The report also suggested that the Penetanguishene Arena, Parks and letters be sent to all those who docked in Penetanguishene last year, advising them of the increase.

The most vehement opposition to the increase came from Penetanguishene Mayor Vince Moreau, who said, "I think the increase is a little too hefty, especially since we just raised it last year."

Committee member Hubert Charlebois, who said it did not make much difference to him, pointed out that the town has a waiting list, and so the increase probably wouldn't discourage people from coming here.

Moreau said the reason for the waiting list was not that the fee was so low, but that the Penetanguishene harbour is a superior harbour. He said people from Midland who keep their boats here probably burn more in gasoline by driving back and forth than they save as a result of Penetanguishene's lower fees. He argued that the fact of the waiting list was no reason to raise prices.

After the discussion was over, the board voted four to two against the motion to raise the fees, and one of those who voted in favour of the motion, Art Stewart, made it clear that he only voted in favour because he had to, since he was the mover.



You didn't have to be Irish

Green hats and big smiles were the order of the day, as the Penetanguishene Chamber of Commerce celebrated St. Patrick's Day

Saturday night at Baymoorings Cruising Club. Shown here holding the St. Patrick's cake, are chamber vice-president Hans Rick

(left), Pat Heatly, Grace Swick, Jan Desjardins and chamber president Peter Shirriff. Staff photo