



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 on 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 said.

He said the reformulating will cost the company another huge investment, 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 throw-away 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

Natale Pin, the Toronto builder who 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 4.9 acres of land, and would include an outside playground area, recreational and playroom facilities within the buildings, and saunas.

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.

According to Pin's solicitor, Louis Mangoff, the building would maintain the

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 Midland there were only five school aged 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 that the municipally owned sub-division 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.

Not yet anyway

White house won't become yacht club

It looks like the White House, on Fox 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 Marine.

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

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 application.

CHAY-FM, in Midhurst

Hurononia's first FM station goes on air May 20

Hurononia'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.

The FM station is owned by residents of the Huronia area and this should ensure the radio station's interest in local affairs, according 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 hits.

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.

Consumers' Association to meet

The Barrie branch of the Consumers' Association of Canada (CAC) have announced that the Honourable Sidney Handelman, 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.



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

Still four cents a foot

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

A motion to increase the price of docking at the town dock was defeated at a meeting of the Penetanguishene Arena, Parks and 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

charged for similar services anywhere else in the area. The report also suggested that 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.