

Variety of home services offered by Carriers

On March 16, 1972, Bob and Vola Carriere opened their new business of Quality Carpet Care Centre located on Robert Street in Penetanguishene, with a great deal of hope for the future.

Today, five years later, after many long hours of hard work and concern with providing the best available service to their customers, they are happy to say "it was all worth while."

The initial services provided by Quality Carpet Care Centre were "steam" cleaning of rugs and wall to wall upholstery cleaning. However, as members of a large international organization which incorporates membership in the National Institute of Rug Cleaning and the National Institute of Fire Restoration, Mr. Carriere has expanded his operation to render a complete fire restoration service. This includes complete reconstruction after a fire to complete clean-up and deodorization of smoke and any other odours resulting from fire.

Unknown to many who are faced with fire, water or vandalism damages, members of the National Institute of Fire Restoration are equipped to handle complete restoration work from simple, light carbon removal to reconstructing the building itself.

Their employees are trained to remove smoke and soot from antique items, books, crystal and glass, wooden and metal furnishings. They clean walls, renew carpets, rugs, draperies and upholstered furniture—there is almost nothing that they cannot restore after smoke damage, if the item itself has not been burned beyond repair.

Remarkable accomplishments in reconstruction and soil-removal have made discouraged owners of cherished possessions take heart after they see that their homes which were in flames (and the aftermaths) have been restored.

In cases of water damage, similar results have amazed those who thought it would be im-

possible to restore their premises or furnishings after a flood, rain storm or from a pipe which has burst. Vandalism is one of the most vicious acts with which an owner of property has to contend. Malicious spreading of food, cosmetics, paints and the breaking of valuable objects in a person's home or place of business creates an awful situation for the owners to face.

However, members of NIFR can do wonders to clean up such messes and restore the buildings and contents to near perfect condition. Sometimes the finished project makes the home, or office, look better, because the normal wear and tear over the years is corrected along with the cleanup.

Along with their complete line of carpet and upholstery cleaning and the services provided by their disaster and fire restoration division, Quality Carpet Care Centre is also the representative in the Southern Georgian Bay area, for "emergency odour removal service" for Airkem of Canada Ltd.

Again, working with experts in the science of odour removal and using their specialized products and techniques in this field, odour removal credits are almost endless—food plants, hotels, fur storage vaults, banks, hospitals, ships, trucks, restaurants, theatres, factories, offices, and private homes.

For the past quarter century the name Airkem has come to mean odour removal. And for the past quarter century, Airkem has been providing outstanding service in a wide variety of odour removal applications—including smoke odour. There's a reason for this consistent record of success—all of Airkem's Smoke Odour Service representatives must complete a thorough and rigorous training

program under the ever-watchful eyes of experts. When a Smoke Odour Serviceman goes into the field, there is no guesswork involved—he uses strict scientific principles. Airkem's research and development personnel are constantly seeking new products and new techniques to make smoke odour problems temporary. Utilizing the highest standards possible, only the most effective, most efficient methods and

materials become part of the Airkem Smoke Odour Service program. Quality Carpet Care Centre and Lercar Construction are proud to be members of an organization such as Airkem of Canada Ltd. and hope that through the knowledge and experience gained in their affiliation with this company, they will be able to assure their customers of the highest efficiency available in performing their services.



Spring shoe selection

Cumming-Nicholson keep Midlanders well shod

by Shirley Whittington
Cumming - Nicholson has been helping Midland put its best foot forward for 40 years.

The business was founded by Ernie Nicholson and Earl Cumming. Both gentlemen retired in 1970 and Elwood Marcellus and John Patchell bought the quality shoe store at the corner of King and Bay Streets.

As of January first of this year, John Patchell is the sole owner. "I started working in this store when I was in high school," says John and in four years I learned a lot about the business." He has taken two courses in orthopedic fitting, and a good fit is his first customer priority. The store handles orthopedic prescriptions too, and

with the aid of what John calls "rubber cookies", can render a comfortable and orthopedically correct shoe.

John and his staff (Eileen Buchanan, Byron Webster, Elwood Marcellus and Joan Scott, who works part time) find that the shoe business has its lighter moments. "Almost everybody who comes in for a fitting has a hole in the sock," says John. "And everybody apologizes for it," he adds with a grin.

Other people will insist on a specific size, just because that's the size they've always worn. "People maybe don't realize," said John, "that shoe sizes vary, just like dress sizes do." For little kids, a new pair of shoes is always a big deal and John says he gets a big kick out of his

junior customers. They always go home with a balloon in the hand, as well as new shoes on the feet.

Cumming Nicholson also stocks handbags and shoe care items. John notes with regret that not many people polish their shoes any more. "Polishing a leather shoe is good economy, and helps the shoes last longer," he says. "And it helps to break in new shoes because the polish has a softening effect on the leather."

John Patchell is a fourth generation Midlander. His father Graham Patchell is the owner of French's Dry Cleaners. Right now business is good, John Patchell likes what he's doing and he's looking forward to many more years of keeping Midlanders well shod.

Voorzanger's offers furs, haute couture fashion

by Dagmar Kanzler
The old adage "you get what you pay for" could not apply better to any industry than the business of manufacturing creations from fur skins.

And no one in North Simcoe knows that better than Bob Voorzanger Senior of Voorzanger Fine Furs on King Street in Midland.

Bob Voorzanger has been a furrier for years, first in his native Holland, later in his new hometown of Midland.

In 1969 Bob and Chelly Voorzanger opened their first combination women's furs and fashions store at 191 King Street, the store now housing the Shutterbug Studio. But the growth of their business prompted a move to larger, more prominent premises at the corner of King and Dominion in 1974.

Quality and workmanship are the governing criteria for both Mrs. Voorzanger's ladies

clothing section and husband Bob's fur business. Both had apprenticed in Holland to learn the "ins" and "outs" of their respective trades; he spent seven years as a furrier apprentice, she specialized in dressmaking and haute couture fashion. The result - a blending of some of the finest fashions and quality available in either Midland or surrounding municipalities.

Bob Voorzanger believes he is the only qualified furrier in the triangle stretching from Collingwood to Barrie and up to Orillia.

"You must understand there is a difference between selling furs and being a furrier," he explains. Only a furrier is fully conversant with the making of a piece of fur clothing from skin to finished apparel, only a furrier can distinguish between first quality and mediocre qualities of furs, only a furrier can

make repairs on the premises. And most important, only a trained furrier can best serve the fur-buying public. "If you rip your coat, and take it back to the store where you bought it, they will probably say they have to return it for repairs to the manufacturer."

"But here I am the company," Voorzanger emphasizes. "I make all the repairs, if you lose a button we will put it back on while you wait."

Voorzangers' experience and customer service have earned them a reputation as the store for both furs and fine fashions. Word of mouth, they both agree, is their biggest asset and buyers from Toronto, Oakville, even the United States are not unusual. One buyer from Ohio last summer was referred to Voorzanger's for a fur by her family which lives in the area. The Voorzangers are ably assisted in their daily operations by Gerri Borsa of

Midland. Selling furs though is only one aspect of Bob Voorzanger Sr.'s business. Most of his furs are custom-made, which means he will pick out the pelts he wants for a coat, decide on a pattern with his customer and watch the making of the coat each step along the way. Space and time restrictions means he cannot make the furst themselves on his premises but "I am in the city every week to keep a careful eye on how the coat is being made," Voorzanger explains. And that means a custom-crafted, handmade fur of the finest quality.

He does however like to keep his hand in the fur craft which is why he does restylings, repairs and additional pieces (as a collar) himself. But whether he makes them himself or has dependable manufacturers assemble the coat, Voorzanger makes sure the coat is assembled to

his liking. He will not, for example, use a sticky tape which is laid along the edges of a piece to prevent the leather backing from stretching. The tape, he explains, becomes hard with age and can cause the fur to tear easily over a period of time. Voorzanger instead insists on using a cotton seam binding which is hand sewn in a superior garment to ensure better quality and a longer life. "It is in the making, in the quality where the price differences are," Voorzanger points out. Most consumers however are unfamiliar with these intricacies and that is why Voorzanger emphasizes they buy only from someone they know has a good reputation and is trustworthy.

Because a well cared for fur is an investment, you should be sure you are getting what you are paying for. At Voorzanger's this is a foregone conclusion.



Cleaning manager Clifford Charlebois



Gerri Borsa models fur

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