

Ed Dorion

Circulation manager appointed

The new face around the Midland Times office these days is that of Ed Dorion, recently appointed Circulation Manager of the Midland Peninsula Group of newspapers by Andrew F. Markle, publisher of Markle Community Newspapers Limited.

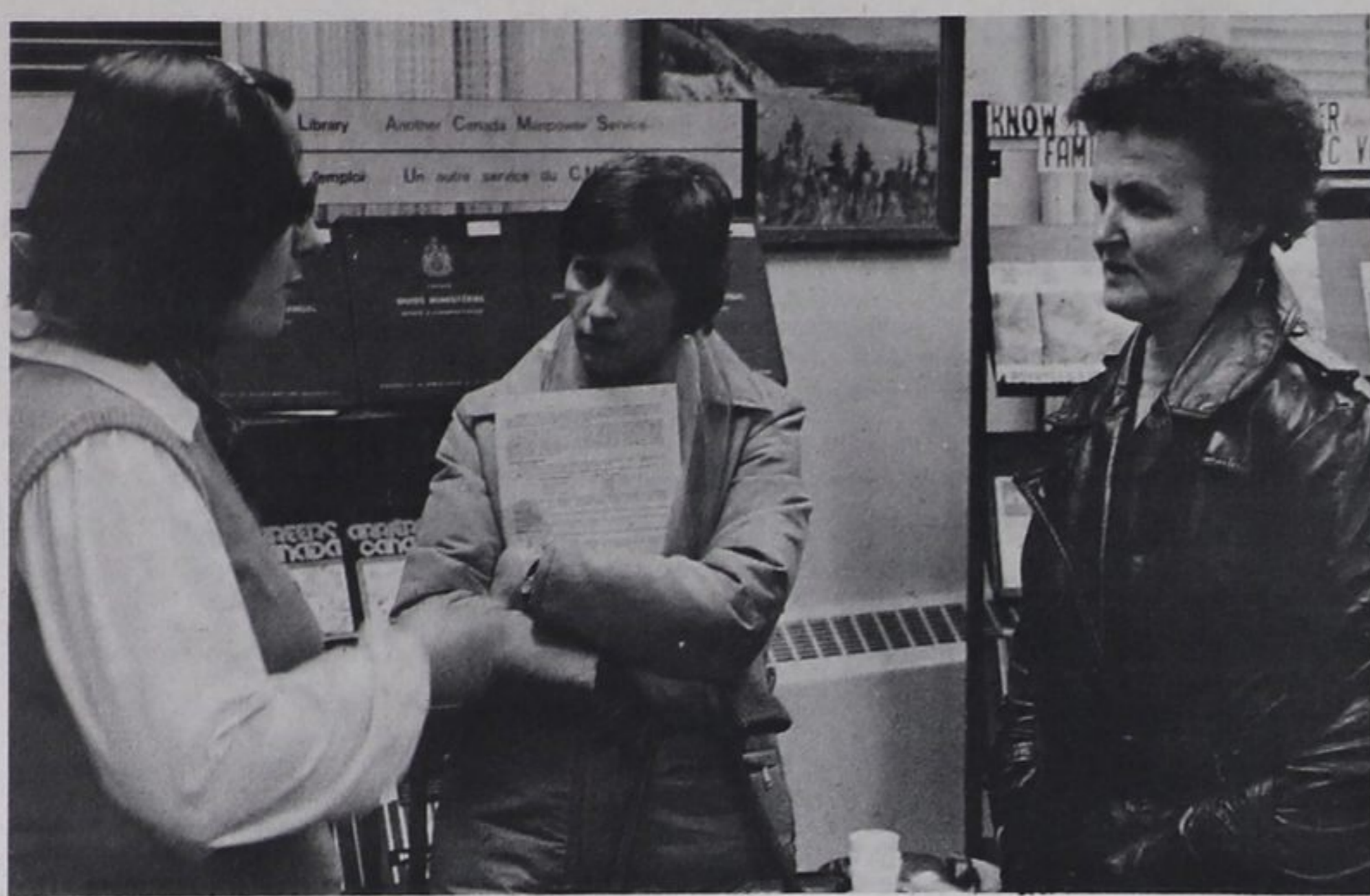
Mr. Dorion will be responsible for the circulation of the award winning Midland Times, Penetanguishene Citizen, and Elmvale Lance. He replaces Bill Henry, who has left the newspaper business to become a professional horse trainer.

Ed is a lifetime resident of Midland, and combined with experience gained as the circulation manager for the Toronto Star in the Midland-Penetanguishene area, feels he has a head start on the job.

"Knowing people in the area will help me quite a lot, I think," he says. "I enjoy children, so I'm looking forward to meeting our carriers. I'm also looking forward to meeting our customers and dealers."

Ed is married, and with his wife Barbara and a 10-year-old son, resides in Smith's Camp.

Local hockey enthusiasts will recognize Ed as a high scoring winger with the Midland Old-timers. Reports of his golfing skills have caused several Midland Times employees to reassess their chances at winning the newspaper's annual tournament.



125 attend

Katharine Marchand chats with Doris Edwards and Eleanor Beaudoin at the Canada Manpower Centre open house for women on Wednesday evening. The open house was to alert women to the opportunities for

them in the work force through films, videos and displays. The evening was a success according to Manpower centre organizers, who estimate that 125 women dropped in. Staff photo

Manpower

Women encouraged to diversify

When you are out of school and out of work, things can be pretty rough.

But, when you're out of school and out of work and you're a woman, things can be even rougher.

Women who grew up in the age where motherhood was a priority and working meant sitting at a typewriter all day, are finding the number of jobs in the Midland and Penetanguishene area are that open to them, are few and far between.

In recent months Midland's Canada Manpower Centre has been trying to change this picture by encouraging women to diversify more and try new things.

"If you have a skill and will go where the skill is needed, you are not too badly off," according to Katharine Marchand, a Canada Manpower counsellor.

Mrs. Marchand explains that the women staff members at the manpower centre set up a project called "W3" which stands for "Working with Women".

In conjunction with this, they sent out 1,100 questionnaires to all the women registered at Manpower from the local area. They received 600 replies, which have just recently been tabulated. The results were posted at an open house at the centre on Wednesday night.

"We wanted to find out what the situation was in the area, the kinds of things that women want and need, and to bring to women's attention that other job possibilities exist," said Mrs. Marchand.

From the questionnaire the manpower centre determined that most of the women who replied were looking for clerical jobs or factory work.

Some considered sales and service occupations. Only 24 per cent of the women who responded to the questionnaire said they would consider work normally done by men.

The jobs they said, they would consider included welder, credit manager and labourer. Most of these women were 24 years old or younger.

the questionnaire only two per cent of the women are employed full time.

Ten per cent are employed part time and 12 per cent are homemakers. Forty-six per cent have been unemployed for less than six months and 30 per cent for over six months.

Part of the questionnaire asked if the respondent would be interested in coming to an open house on women. Manpower centre counsellors estimate 125 of the 470 that said "yes" turned up on Wednesday night.

The evening was informal. Displays were set up pointing out jobs available to women, labour laws which affect women, and training courses that are available. Four films were also shown.

Eleanor Beaudoin, came to the open house to meet other women in her situation. She is unemployed and willing to do anything.

"I have put in for custodian, doing office work, cleaning, painting, you name it. Just send a contractor to the house

and I'll go with him," she says.

Mrs. Beaudoin was discovered for 21 years at Bausch and Lomb.

"It was quite a shock when it closed up," she says, adding that it has been a year since she worked full time. She has been registered at Manpower since April 1977.

When she first discovered she was out of work, the homemaker decided to try making money at housecleaning. She bought a \$500 vacuum cleaner, but finds that there isn't enough work to keep her busy.

Doris Edwards is also unemployed. She worked at Bausch and Lomb for seven years.

Like Mrs. Beaudoin, Doris Edwards will take anything "except restaurant work."

She explains that most of the jobs she hears about are only offering the minimum wage.

"Why work for two hours to buy a jar of coffee," she says. "It just isn't fair. They don't give you half a chance in the working world."

Business reaction to sales tax cut mixed

by Terri Howell

While most of us consumers cheered when Finance Minister Jean Chretien announced a three per cent reduction in provincial sales tax, reaction among Midland businesses was mixed.

Retailers of big household appliances and furnishings rubbed their hands together at the thought of the increase in sales, but at least one retailer of small variety store items can only think of the confusion of memorizing how much tax there is now on candy bars, gum and cards.

Bill Thompson, owner of Thompson's Furniture, said he hopes the four per cent reduction in sales tax will increase his sales and stimulate the economy.

"If we sell, we buy. If we buy, it provides for more manufacturing," he said.

Mr. Thompson pointed out that in 1975, when the sales tax was reduced for a six month period, the increase in sales was quite noticeable.

Jerry Therrien at Therrien's Furniture and Appliances also remembers the increase in sales that the 1975 sales tax cut brought. He says the latest three per cent reduction "should help" sales.

Mr. Therrien's only complaint with the reduction was uncertainty about when it went into effect. Like many businesses, he went ahead and charged four per cent sales tax on Tuesday, immediately following the announcement in the House of Commons, Monday night.

The car dealers see the reduction as a "good move." E. Wallbridge manager of Midland Chrysler Dodge, describes the tax break as "a super idea, a great idea."

He claims that the reduction from seven to four per cent has a psychological effect on consumers. He also thinks it will help sell more eight cylinder cars, since the money saved in

sales tax can be put towards gas.

Mr. Wallbridge pointed out that on a \$6,000 car the sales tax will drop from \$420 to \$240. He says a lot of people don't realize what a great saving the reduction in sales tax makes, since they can't see it in dollars and cents, but only in percentages.

"In all, I think it is a super break for Joe Public, who is out to buy an automobile," he said.

Roger Hunter at Roger Hunter Motors thinks that in general, the sales tax reduction is going to be as beneficial as it was in 1975.

"I would say that any tax relief, however slight, is excellent. It's too early to tell how it will affect the automobile business here, but when you can save yourself a couple of hundred dollars on a \$7,000 car, it's got to have some affect," he said.

Clark Edwards from Edwards Department Store, says the sales tax cut will definitely help increase his sales. He says in his store, the increase will be felt most in the housewares. He thinks a lot of people will do more fixing up while the sales tax is lower.

Mr. Edwards thinks he will also see substantial increases in sales of clothes.

"I am satisfied with it," he said. Mr. Edwards hasn't experienced any confusion yet, converting to four per cent from seven per cent. He says he will get the cashiers new tables.

At Parker's Variety Store on King Street, the sales tax break was not met with as much optimism.

A spokesman for the store said that people buying items in the store

aren't pleased with the reduction. It leads to confusion and people have the attitude of "here we go again."

"They should just have dropped it all together,"

the spokesman said. People coming in to buy newspapers at Parkers have been complaining about the budget and think it could have been better, the spokesman said.

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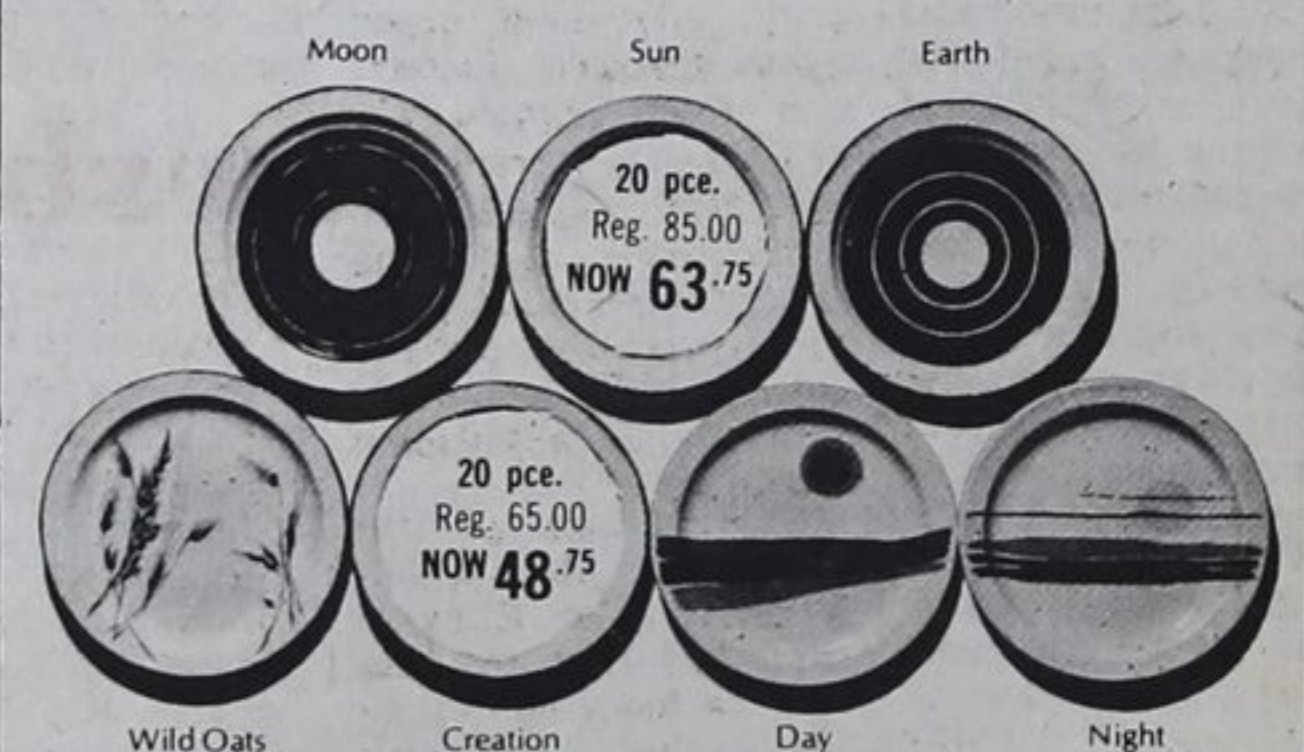
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Midland and District Community Calendar

- Saturday, April 15**
—The Bayberry Estates Community Playground Dance will be held from 9:00 p.m. to 1:00 a.m. at the Canadian Legion in Port McNicoll. Music featuring—Jim Stubbings. Bar, door prizes, spot dances, raffles, buffet. Tickets available at the door. Everyone welcome.
- Monday, April 17**
—Open House is being held by the Jolly Georgians Canadian Calorie Counter, 7:30 p.m. at our Club Room, corner of Hugel Ave. and First St., Midland. Speakers are Dr. Reg. Nicholson and Dr. John Corcoran. Everyone welcome. Coffee and tea served. For information, phone 526-7239 afternoon or evening.
- Notice**
—During Education Week, April 17 to April 21, Huronia District Association for the Mentally Retarded will hold Open House at Huronia Developmental Nursery, St. Mark's Parish Hall, corner Third and Easy Streets. Anyone interested is welcome to drop in and observe our program. The Nursery is open Monday to Friday, from 9:30 to 11:30 a.m. and from 1 to 3 p.m.
- April—Nature Walks**
—At the Wye Marsh Wildlife Centre, Hwy. 12, Midland, starting at 7 p.m. on Tuesday, April 4, 11, 18, 25 and Thursday, April 6, 13, 27. The whole family will enjoy these naturalist led walks to show you the wonders of spring in our area. Call 526-7809 for more information. No charge. Dress warmly.
- Tuesday, April 18**
A free program from your library—Landscape Plants and how to grow them, Penetanguishene Public Library, April 18, 8 p.m. Every one welcome. Working together: This program is presented by your library, with the assistance of the Georgian Bay Regional Library System, the Royal Botanical Gardens and the Outreach Ontario program of the Ministry of Culture and Recreation.
- Wednesday, April 19**
—Annual Spaghetti Supper will be held at Calvary Baptist Church. Two sittings: 5 to 6 p.m. and 6:30 to 7:30 p.m. For tickets please contact Lois Dowdell 526-6128.
- Thursday, April 20**
—Mr. George Globe of the Hamilton Naturalists will show his production of 'A Nature Presentation' at the meeting of the Midland-Penetang Field Naturalists at 8 p.m. at the Wye Marsh Wildlife Centre.
- Saturday, April 22**
Catholic Women's League is holding a rummage sale on Saturday, April 22, 1978, from 10 a.m. to 2 p.m. in the basement of St. Anne's Church, Penetanguishene.
- Saturday, April 22**
—The Mother's Club of St. Mark's Church will hold a Rummage Sale, with a 'Nearly New' table in the Parish House, Third Street, Midland at 9:30 a.m.
- Saturday, April 22**
—Midland Kinsmen present Merv Buchanan's "Disco Fever—Part 2" at Midland Civic Centre, 8:30 p.m. For teens only.
- Saturday, May 13**
—The Civinettes will be holding a Flea Market at the Parkside Inn. Anyone wishing to donate call 526-6019, 526-9814 or 534-7816.
- Saturday, May 13**
—Huronians Barbershop Chorus Spring Show - "Forty Years of Harmony" will be held at Penetanguishene Secondary School at 8:00 p.m.
- Sunday, May 14**
—The Third annual Flea Market, sponsored by Historical Automobile Society of Canada, Huronia region. Held at the Penetanguishene Curling Club, from 10 a.m. until 5 p.m. For information contact Gord Maybee, 325-3011 or John Magill 526-4921.
- Thursday-Saturday, May 18-20 and May 25-27**
—Huronians Players present "Once Upon a Mattress", a musical, directed by Lynn Gorell, at Sacred Heart School, William and Elizabeth Streets, at 8 p.m. Lynn Gorell directed last season's play, "Paint Your Wagon".
- Saturday, June 3**
—Third Annual Vasey United Church auction sale will be held at Vasey Community Park, County Road 23. This outstanding auction sale includes homemade quilts, dishes, antiques, and numerous articles donated by the residents of the area. Time—12:30 p.m.
- Saturday, June 10**
—Miscellaneous auction sale will be held at Waverley Park, sponsored by Waverley United Church.
- Saturday, June 17**
—Centennial Dance at the Midland Civic Centre. Two dance bands, Modern and Dixieland. For tickets phone 526-9636. Door prize.
- Saturday, June 24**
The Fourth Midland Scouting Ladies Auxiliary will hold their annual Book Sale at Zellers. Anyone wishing to contribute books can drop them off at Curry's Gas Station, Zellers, A and P, or call 526-6833 or 526-7909 for pick-up.
- Notice**
—We are looking for persons to help in the organization of Midland's Centennial Parade on July 1. Please phone Ted at 526-7172.
- Notice**
—An invitation is extended to one and all to attend an evening of discussion and information on the Bahai Faith, at the home of Mrs. Isabel Leroux, 130 Poyntz St., Penetanguishene, at 8 p.m. and every first Friday of the month. Everyone is welcome. Phone 549-2249 for further information.
- Notice**
—The Huronia Development Nursery, sponsored by the Huronia Association for the Mentally Retarded, is located at St. Mark's Parish Hall, corner of Third and Easy Streets. The Nursery, which is partially funded by the Day Nursery Branch of the Minister of Community and Social Services is desperate in need of volunteers for its morning and afternoon programs. Please contact Unice Buck, supervisor, 526-2123.
- Organizers are invited to publicize their upcoming events free of charge in the Times Community Calendar. Please call the Community Calendar editor at 526-2283 or drop your message into the Midland Times office, 525 Bay Street.**

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