

Catalogue store to open

by Adrienne
Graham Gardner

A Woolco catalogue store will open at the Huronia Mall in October of this year.

The outlet on Highway 27 will be housed in an 8,400 square foot addition to the south end of the existing mall and construction value is estimated at close to a quarter of a million dollars.

According to a spokesman in the construction department at the Toronto offices of the Woolco company, construction will begin as soon as possible, with the opening date set for October of 1980.

Layout of the store will include a showroom where customers can view and select merchandise from floor models and store catalogues. Most items

will be carried in a large stockroom at the rear.

Actual construction of the addition is being managed by the owners of the Huronia Mall, Bramalea Limited. The premises will then be leased by Woolco.

The new Woolco catalogue store will stock lines of appliances, jewellery and household items, but no clothing — similar to the operation of Consumer Distributing outlets.

Woolco catalogue stores is an independent subsidiary of the F. W. Woolworth Co. Ltd., as are Woolworth's and Woolco.

When contacted yesterday "Dick" Thompson, manager of the downtown Woolworth store in Midland acknowledged that "rumours of a couple of possible sites have been circulating, but they (the head office) haven't confided in me yet."

Mr. Thompson commented that the new catalogue store will not represent direct competition for this store and cited examples in

Woodstock, Toronto and Kingston where catalogue outlets are included in established Woolworth stores and do not handle conflicting lines of merchandise.

Application for a building permit for the new outlet was submitted to Tiny Township

two weeks ago by the architect, George Cristoff, of Toronto on behalf of the owners.

According to Tiny's building inspector Larry Crawford, the intention of the builders is to award \$240,000 in contracts for construction locally.

50 feet up



Penetang volunteer firefighter, Clark Dumais, was at Burkevale and Corpus Christi elementary schools Wednesday morning to show the Penetanguishene students how the town's new aerial ladder pumper

truck works. The nozzle at the tip of the 50-foot ladder can be operated from the back of the pumper by one man, or a firefighter can aim it from the top of the ladder.

..the Schreyers are coming

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welcome address by the mayor, a ribbon-cutting to reopen the building, an address by the Governor General, an exchange of gifts, and a signing inside the

building of the town's guest book.

The remainder of the afternoon will be spent at Sainte Marie Among the Hurons and the Wye Marsh Wildlife Centre.

The Schreyers have accepted a personal invitation from Mayor Gil Robillard of

Penetanguishene to go on a boat cruise from Penetang Harbour in the evening.

Their Excellencies will spend Friday in the Barrie and Orillia areas before departing for Winnipeg from Muskoka Airport.

It has been 30 years

since a Governor General paid a visit to this area.



The gift of life

Wednesday the target of 350 pints of blood at the Red Cross blood donor drive at the Midland Legion was missed by only five pints. Blood donor clinic co-chairman Pat Sherk said the next drive will be held Sept. 10. The clinic will be held at Penetanguishene Secondary School for the first time.

Persons 18 years and over, and persons 17 with written consent from their parents, may give blood, if they satisfy all other conditions. Penetang's Bernie Kaczmarek gives a pint with the help of Deirdre Rooney, a clinic assistant from Toronto.



Special
guests

Midland Drive-in-Church begins its seventh year of ministry this Sunday 7 p.m. with special guests John and Jan Bersche from Toronto. Rev. and Mrs. Bersche have visited the Drive-in-Church before and many appreciated their lively singing and messages from the Word of God. The Drive-in-Church is sponsored by the Alliance Church and is held on Zeller's parking lot. Rev. Frost, Pastor of the church, says new and more adequate amplifying equipment will be used this year. On June 29 singer Lloyd Knight of People's Church TV program will be the special guest of the Drive-in.

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