

SAVE YOUR FILMS



Woolco store opens tomorrow

Area residents will have an opportunity to sample a new shopping experience tomorrow when the new Woolco Catalogue Store opens for business in Midland at the Huronia Mall.

The Woolco Catalogue Store operation is division of the worldwide Woolworth organization and the new Midland store will be the company's 21st catalogue store in Canada and the fifth store to open in a six store expansion program for 1980.

The catalogue store shopping concept began in the United States several years ago and has also had success in Canada.

Woolco produces a 252 page full colour catalogue containing 4,655 items that is distributed to every household in the area. All items are in stock, unless they are temporarily unavailable from the manufacturer, says manager Don Keck.

Customers make a selection from the catalogue, either at home or from catalogues in the store, enter the code number of the item on forms provided in the store, pay for their purchase, and pick up their selection.

Because the operating costs of the stores are kept to a minimum, the selling price of the catalogue items is heavily discounted.

For bargain conscious customers who are prepared to surrender personal service for low prices, these values are outstanding,

Woolco says.

The remarkable growth of catalogue shopping stores is ample evidence that more and more customers are willing to make this tradeoff, adds Woolco.

The new store will have a total of eight employees when it opens tomorrow, four of whom will be on hand at any one time.

The new store under the management of Don Keck is slightly over 800 square feet in area. Keck comes to Midland from the Woolco Catalogue Store in Brampton. This is his fourth transfer since 1977.

"Our job," Keck says, "is to have the item in stock when the customer arrives."

"This has been one of the criticisms of catalogue store shoppers in other outlets," he added, "and we are determined to see that it doesn't happen in Woolco."

Catalogue shopping

Woolworth management believes catalogue shopping is an expanding market with huge potential, especially in the current inflationary cycle that puts considerable pressure on the purchasing power of many Canadian consumers.

"Even in a booming economy," the Woolworth spokesman said, "everyone still enjoys a bargain."

Opening day tomorrow

Midland Woolco Catalogue Store employee Eva Fairhall and Manager Don Keck glance through the Woolco catalogue during a quiet minute. Over

4,000 items are listed in the catalogue and stocked in the store. At 10 a.m. tomorrow the doors open for the first time.



Exchange vows

Vows were exchanged Sept. 20 at St. Ann's Church in Penetanguishene, between Sandra Barry, daughter of Mr. and Mrs. Nelson Barry of Penetanguishene and Robert Legault, son of Mr. and Mrs. Earnest Legault of Penetanguishene. The bride is currently working at Penetang Home Bakery and the groom is an employee of Bay Mills.

Photo Box



September nuptials

Knox Presbyterian Church, Midland, was the scene Sept. 19 for the September wedding of Sandi Greene, daughter of Mr. and Mrs. Larry Greene to Dan Hackney, son of Mr. and Mrs. Ron Hackney, all of Midland. The happy couple is residing in Midland.

CNIB logo will be eye appealing

The Canadian National Institute for the Blind will have a new look during its 1980 Ontario fund raising campaign.

The organization will introduce a new fund raising symbol designed by Chris Yaneff, one of Canada's leading image makers.

Mr. Yaneff focused his design on the eyes,

the heart of CNIB. Two simplified eyes, in bold outline, look out in a friendly persuasive manner.

CNIB predicts that the symbol will become synonymous with the need for community support in providing the necessary rehabilitative and support services to the 11,723 blind people in Ontario.

CNIB's annual appeal in Huronia runs from Oct. 13 to 25th. In the Huronia area more than 60 persons with visual deficiency receive service from the CNIB. Give generously when the CNIB official canvasser calls to meet the Huronia Advisory Committee's goal of slightly more than \$18,000.

Little damage

Fears of a chimney fire prompted a resident at 175 Sixth Street, Midland, to call Midland firefighters Friday morning.

The 9:21 a.m. general alarm turned out to be a serious matter with little or no damage.

Elmvale pianists capture awards

When the Royal Conservatory announced the piano examination results for the Barrie Centre in June, several Elmvale students were included in the lists. Many achieved marks they can be proud of.

In the grade eight group, Elmvale pianists were: Caroline DeGorter, First Class honours and second place standing and Joanne Nesbitt, honours.

For grade six, Christine Robertson received First Class honours and a first place standing; Cheryl Parnell achieved honours and a third place standing, and Kelly Dingwall and Sylvia Jones received passing marks.

In the grade four level, Janice Parnell was awarded First

Class honours and a second place standing while Rachael Lamb passed in the grade one level.

"All of these young people are to be congratulated on their success and commended for the great amount of effort and dedication required to attain this success" said

\$1,000 raised for mission work

The Catholic Church Extension Society of Penetanguishene raised \$1,000 through a raffle and a bake sale held Sept. 30 at the Knights of Columbus Hall.

The winner of the first draw prize, a crazy quilt, was Stella St.

music teacher Mrs. Mary Ritchie.

There were large classes of candidates in the Barrie area in grades four, six and eight, but only seven First Class honours were awarded. The Elmvale students who captured three of these seven honours should receive special credit, she said.

Amant. Second prize, \$15, went to Peggy Dupuis and the third prize, \$10, was won by Rita Laurin.

The money will be used to support mission work in the Northwest Territories.

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