

# That's My Line

On Dec. 31, 1964, my father sold the business to me, but I hadn't spent a lot of time in the store before that.

I worked for him through the preceding summer and fall but I had already been a school teacher and a bank employee.

When I left Grade 12 I went to work for the Bank of Montreal. I had to make a decision after a year there, and transfer time came up.

The separate school board at that time was in great need of teachers. Two weeks were left before the start of the school year and the board needed a teacher.

At that time all a person needed to teach

was a letter of permission if the board could show sufficient cause.

My father, who was secretary-treasurer of the board then, pointed out to me that if I took up teaching I could stay in town, and make more money. I was making about \$1,100 at the bank and teaching paid \$1,250.

At the age of 18 in 1956 I became a teacher at Sacred Heart School.

I loved it for eight years. I went to teacher's college during that period and qualified for a specialist's degree in elementary industrial arts. A year later industrial arts was dropped from the

elementary level.

The first summer that I didn't go to summer school I worked for my father. The business did well; I enjoyed it. I decided that I was tired of teaching and I handed in my resignation. It was late notice, but the teacher shortage was over by 1964.

I've increased the stock about 10 times since 1965. Dad ran the business on the basis that if somebody wanted something, and we didn't have it, he wrote away for it.

If someone came in and asked for razor blades, he'd decide we better stock razor blades.

When I bought the store we carried

sporting goods, paint, children's books, toys, games, hobbies, musical instruments and records, religious goods.

We had the only real religious goods counter at the time.

That was the way we bought our stock: a little bit of everything. For a long time, if no store in

town had an item, they said "Try Johnstone's basement."

Today the business caters to the needs of full-time and part-time working musicians, as opposed to supplying home entertainment items, like pianos, to homes.

Our customers live as far away as

Bracebridge, Gravenhurst, Collingwood and Orillia. We are now the biggest, and without exaggeration, the most complete, music store north of Toronto.

We still order directly from the record companies, RCA, Columbia, and so on. Small stores and chains today get their records through a

rack jobber, but our relationship with the companies goes back so long that we still deal directly.

We don't get better prices, because we don't buy in bulk, but we can get records faster than most, and records that the chains won't carry because they don't sell quickly enough.



Music store owner



Johnstones— circa 1945

## The Friday Times

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# Guy Johnstone

Bernie Desroches is a Midlander of 21 yrs - married - two children - participated in the following organizations: Midland Y's Men, Curling Club, Huronia

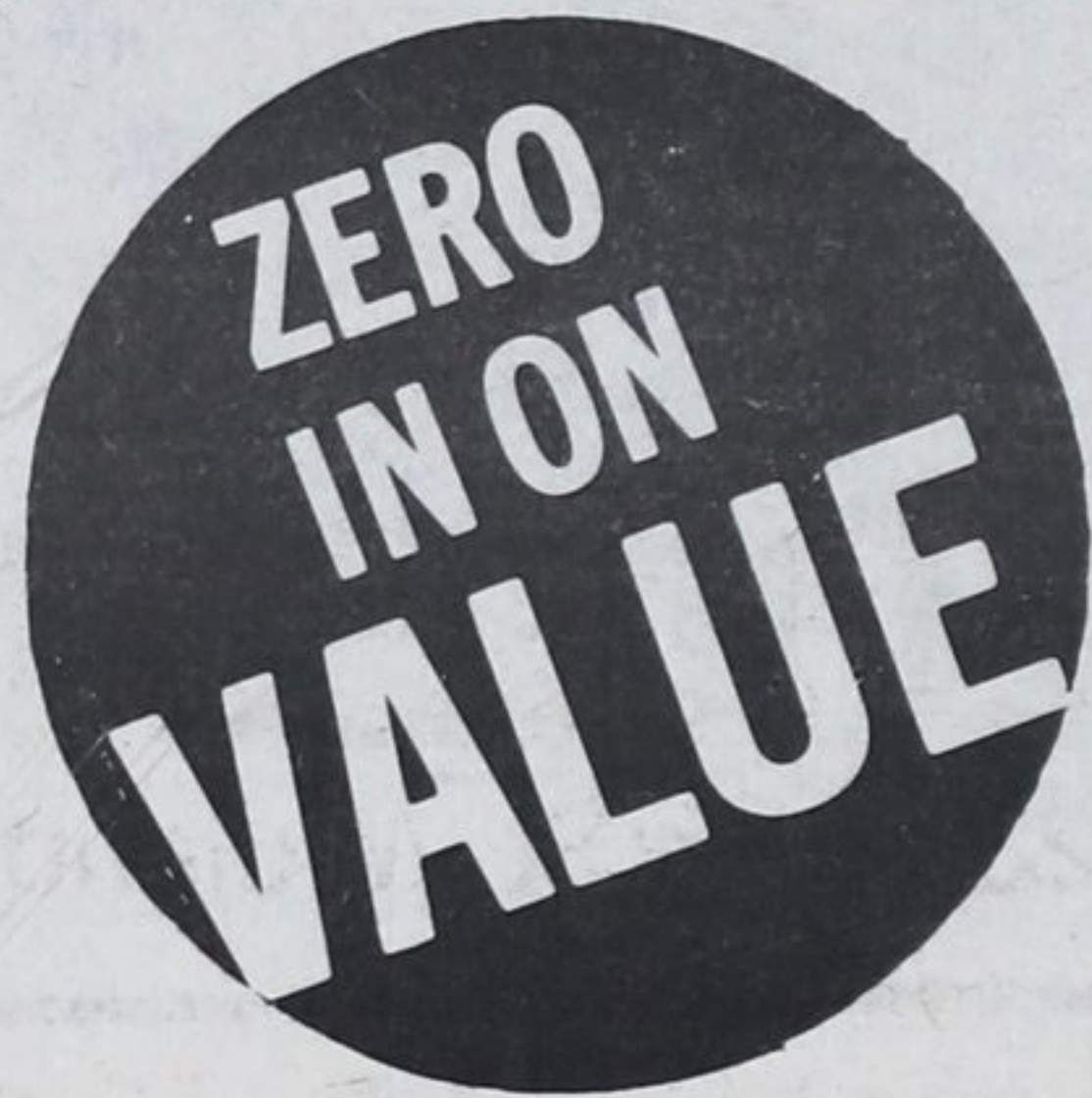


Players and the Midland YMCA - work experience: store manager, foreman at Decor Metal Products and is now owner of the Midland Haven Apts.

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