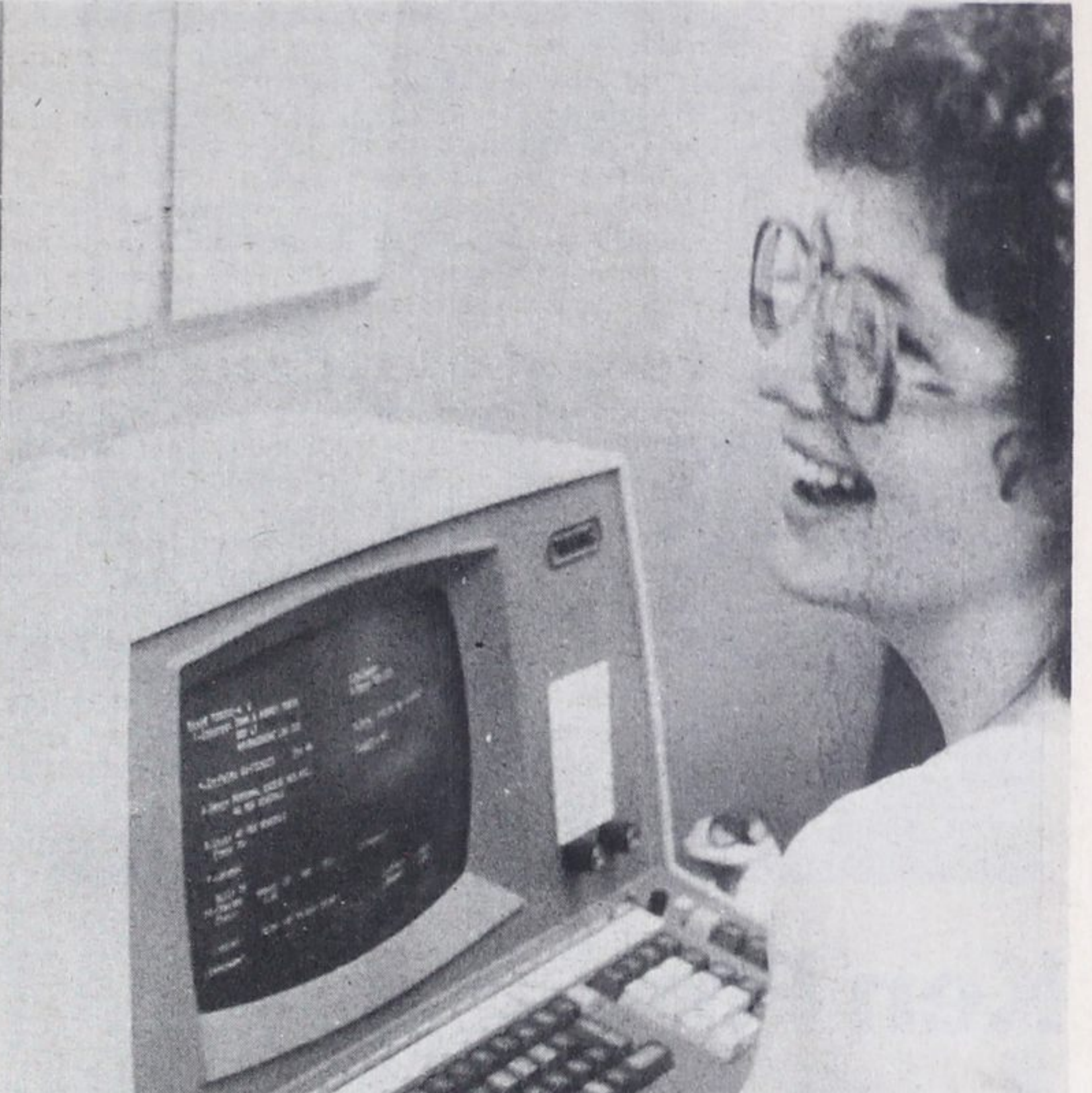


COMPUTERS:

opening frontiers for business and education



Computers come of age in Midland

Computers are coming of age in Midland as more businesses, both large and small, turn to them to free up employees to do other work.

TOP LEFT, Ron Mink, president of Georgian Bay Real Estate shows off the company's recently acquired micro computer. TOP RIGHT, Janet Bidan of E.G. Mink Insurance is photographed putting the firm's computer

through its paces. BOTTOM LEFT, Grade 10 student Guenther Kramer of Midland Secondary School learns the art of computer science as he programs a difficult series of

numbers into one of eight PET computers the school owns. BOTTOM RIGHT, Eleanor Walker of Walker's Electric uses the company's computer for an inventory check.

by Doug Reed
Midland Secondary School teaches "it." Georgian Bay Real Estate, E. G. Mink Insurance, Walker's Electric and others use "them."

What do the above four establishments have in common? Computers!

Micro computers are creating new frontiers in both the field of education and business.

For instance Midland Secondary School is teaching computer science to Grade 10 and 11 students with a great deal of success.

The success story becomes much more evident when you see young people lined up before school starts in the morning and staying after school wraps up for the day so they can program their own data.

A computer really is nothing more than the

extension of the human brain designed to do away with tedious day to day repetitive work while at the same time it can be used for inventory control, billing, analysis, adinfinitum.

A computer's ability is unlimited as officials of Georgian Bay Real Estate are finding out these days after installing an in-house TRS 80 micro computer at their head office on Hugel Avenue in Midland.

According to R. G. (Ron) Mink, president of the company, his computer will not do away with people but "will allow them greater opportunities to be freed up to do other things."

The computer Georgian Bay Real Estate operates is capable of storing 4,000 listings on each storage disc; 16,000 on the discs

the company owns.

Clients
"Any sales associate with our company can now provide our clients with selective properties searched in seconds, thereby eliminating the possibility of missing the very property that would suit them best," observed Mink.

The innovative programs the local real estate company has already implemented also allows the firm to key in such variables as the name of the vendor, salesman's name, price, deposit, closing date, type, size and area of property concerned, etc. The list goes on.

Memory bank
Programming all the facts initially can take time but the information can be retrieved in seconds from a memory bank when required and

that's where the real savings in time takes place.

Using a type-writer-like keyboard the information is "punched in" and displayed on a screen, it's as simple as that...and then the information is stored.

What it comes down to is this...instant information at the touch of a key or button.

In future the real estate company may expand its operation to link up other offices in its network since really the sky's the limit in this field.

Mink's brother Ernie who operates an insurance business in the same building at 544 Hugel Ave., West, has been using a computer for almost a year.

Accounts
E. G. Mink's own operation handles 5,000 accounts and all the related information and

it has the potential to have three and four times the amount of information on stream.

At Walker's Electric it is much the same. Walker's installed their computer back in 1979 and since then has been doing yeoman's duty keeping track of inventories, pricing standard job quotations, etc.

According to David Walker the computer also "ages" accounts receivable which otherwise would take days if not weeks to do.

Walker who is also Tay Township's deputy-reeve found that through using a computer at his place of business there was a place for computers at the township level too.

After some years of study the township last fall installed a computer of its own for water billings.

It may also be used this year for tax billings.

Which takes us back to where we started. We've mentioned four places in town where computers are busy performing duties they were programmed to do.

Of course there are dozens of other places in Midland where computers are hard at work too.

The question has been asked, will computers control people or will people control computers?

We believe after talking to the people we have in preparation of this report, people will

control computers.

To be extremely efficient in business today, more and more businesses large and small are going to turn to probably the best business tool on the market today...computers.

No, computers won't do away with people, on the contrary, they will continue to expose this generation and the generations to come to a brand new world of technology where electronic chips, memory banks and cassette portfolios will be as common place as adding machines, typewriters and cash registers.

Monday meeting 7:30 p.m.

There's to be a regular meeting of Midland council, Monday at 7:30 p.m. in the council chambers.

As usual these meetings are open to the general public.